

For: Prolitec, Milwaukee, Wis.  
From: Parness & Associates, Aberdeen, N.J.

FOR IMMEDIATE RELEASE

## **AEGIS LIVING SELECTS PROLITEC FOR AROMATHERAPY IN PUBLIC AREAS IN ALL 35 OF ITS SENIOR LIVING COMMUNITIES**

REDMOND, Wash. (3/10/2010)—As part of its continuing effort to enhance the lives of residents in its retirement and assisted living communities, Aegis Living ([www.aegisliving.com](http://www.aegisliving.com)) has selected Prolitec Inc. ([www.prolitec.com](http://www.prolitec.com)) to introduce aromatherapy to public areas in all 35 of its senior living facilities in Washington, California and Nevada.

Following an initial installation in the new Aegis of Bellevue (Wash.) community, the Redmond-based company contracted with Prolitec to roll out the systems to the remainder of its communities over the course of 2010, with several installations now under way. The systems from Milwaukee-based Prolitec will condition the air in lobbies and hallways with tiny amounts of a scent created especially for Aegis.

Aegis' scent, called 'Serene,' is a blend of chamomile, aromatic lavender and other complimentary and proprietary ingredients. Chamomile reduces stress and anxiety and is used to treat insomnia, while lavender relaxes the body. According to a Duke University study, the scent of lavender relaxed participants as much as a massage.

Depending on the community's mechanical system, Aegis' proprietary scent will be dispersed in the designated common areas through a variety of HVAC or wall-mounted delivery systems from Prolitec. As the program evolves, residents will also be given the opportunity to have aromatherapy in their individual units through Prolitec's Air/Q Whole Room ([www.airq.com](http://www.airq.com)) system for an additional monthly charge.

"Already known as one of the premier operators of retirement and assisted living communities, Aegis is taking another step forward in raising the standards for better senior living with the introduction of aromatherapy," said Richard Weening, CEO of Prolitec. "The scent that we developed for them will make residents feel better and they don't have to do anything, just breathe in the air."

"Prolitec is the technology leader in the safe and sensible use of scent in public spaces," added Jerry Meyer, COO of Aegis. "We chose Prolitec because they have a customer-focused, high-standards culture like Aegis and they understand the special requirements of senior communities."

### **About Prolitec**

Prolitec ([www.prolitec.com](http://www.prolitec.com)) is a world leader in the development and deployment of innovative air-treatment and air care technologies including odor control, ambient scenting, aromatherapy and the use of scent as a medium of communication. Clients include retailers, hotels, casinos and other commercial organizations in the U.S. and in 20 countries around the world. Prolitec's Aerobiology and Infection Control Unit develops human-safe and green systems for controlling pests and killing airborne and surface bacteria and viruses.

### **About Aegis Living**

Aegis Living is a national leader in retirement and assisted living, offering a progressive selection of senior residences to meet the growing needs of today's aging population. Providing the finest in senior lifestyle and living options available, "We're the people who make life better" emphasizes

health, quality of life, well being and community. Aegis Living is guided by a simple philosophy: strive to treat all people with the highest possible standards. Founded in 1997 and headquartered in Redmond, Washington privately held Aegis Living operates 35 communities in Washington, California and Nevada. Additional information about Aegis Living and its services are available at [www.AegisLiving.com](http://www.AegisLiving.com). Follow us on Twitter @twitter.com/aegisliving and Facebook at <http://bit.ly/OUNyR>.

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