



Pyure unveils a series of new intelligent IAQ products that deliver healthier indoor spaces and an attractive ROI.

Pyure Dynamic Protection® solutions resolve difficult air quality issues in multiple verticals and can scale while maintaining superior efficacy.

Chicago - AHR Expo, Jan. 22, 2024 — Today at the 2024 AHR Expo, Pyure [booth S9741] is excited to introduce mechanical engineers, building designers, and business owners to an array of new Indoor Air Quality (IAQ) products and solutions that deliver superior air and surface cleaning using the most advanced controls on the market. Harnessing Pyure's proprietary hydroxyl technology, advanced sensors, IoT and artificial intelligence driven controls, and Building Management System (BMS) integration, the most challenging air and surface problems are minimized, resulting in improved business outcomes.

Building on the strength of over 15 years of innovation, our new and advanced products include these features:

- Versatile platforms that can be deployed as stand-alone or interconnected across multiple units and product families with intelligent coordination and control.
- Sensor-based real-time controls that deliver dynamic output based on the environment's needs.
- IoT-enabled communications, with an intelligent edge agent that provides BMS and HVAC integration, energy monitoring and management, and a cloud-based software enabling building operators with device provisioning & commissioning, clear visibility into air quality, energy management, and advanced diagnostics.
- Platforms that offer more robust treatment efficacy through refined model design.
- Delivering much simpler and easier product serviceability with a significantly reduced total cost of ownership.

These HVAC-integrated IAQ systems are deployed with sensors that monitor the levels of our natural cleansers in real-time. This data is fed to our proprietary control logic, which uses the sensor data to continuously adjust the output of our air purifiers, thereby ensuring optimal efficacy as the demand for purification varies over time.

Pyure Insight™, our Indoor Air Quality as a Service platform, captures sensor data and lets customers and building occupants view indoor and outdoor air quality information through a simple-to-use yet powerful user interface. Our platform enables users to monitor air quality trends over time, commission, control, and proactively diagnose Pyure devices remotely. When integrated with a building's BMS platform and HVAC systems, additional benefits are enabled that reduce energy costs for the building.

The combined power of these features generates cost savings, increases revenue, extends the life of capital equipment, and reduces energy consumption, creating a clear ROI on the new, improved Pyure Dynamic Protection® IAQ systems.

These new systems, including the Pyure MVP16™ air purifier, Pyure Steam™ air purifier family, and Insight Edge Universal Controller, will be available in Q2 2024, followed closely by the Pyure Insight™ Platform in the third quarter of 2024.

“We are proud to share our new products with the audience at the AHR Expo. After an in-depth consultation with this industry, we are delivering products that meet demands such as fully integrated systems from air sensor to BMS, air quality visibility that ensures occupant safety, and real-time IAQ control,” says Mahyar Khosravi, CEO of Pyure. “At Pyure, we are committed to innovation and delivering proven solutions that empower our customers to grow and thrive.”

Join us for a briefing and Q&A on our new products on Monday, January 22nd, at 4 PM ET at booth S9741.

For more information or to book a media interview with a Pyure spokesperson, please get in touch with Adrienne Buhr at abuhr@pyure.com.

Cautionary Statement Regarding Forward-Looking Statements

This press release contains “forward-looking statements,” including within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements can be identified by words such as: “anticipate,” “believe,” “can,” “design,” “expect,” “focus,” “intend,” “may,” “plan,” “positioned,” “potential,” and “will.” All statements other than statements of historical fact are statements that should be deemed forward-looking statements. Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on our current beliefs, expectations, and assumptions regarding the future of our business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Our actual results and financial condition may differ materially and adversely from the forward-looking statements. Therefore, you should not rely on any of these forward-looking statements. Important factors that could cause our actual results and financial condition to differ materially from those indicated in the forward-looking statements include, among others, the following: failure to successfully implement our business strategy, risks to the supply chain, risks related to regulatory compliance and enforcement and risks related to the competitive environment of our industry. Any forward-looking statement made by us in this press release is based on information currently available to us and speaks only as of the date on which it is made. We undertake no obligation to publicly update any forward-looking statement or reasons why actual results would differ from those anticipated in any such forward-looking statement, whether written or oral, whether as a result of new information, future developments or otherwise.

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About The Pyure Company - Inspired by nature and trusted to clean, The Pyure Company is a world-leading air purifying technology innovator. Pyure's commercial air purifiers are trusted worldwide to safely purify indoor air and surfaces – creating healthier environments for everyone while saving energy by bringing the power of the sun indoors. For over 15 years, The Pyure Company has been helping customers protect their health, improve wellness, and lower industrial by-products while reducing viruses, bacteria, and VOCs. Headquartered in Boynton Beach, Florida, Pyure is privately held. For more information, visit pyure.com.