



**Sustainable  
Strategies  
Today**

*Transforming today's facilities into more sustainable operations that provide financial savings on energy, water and waste, to create more healthful environments for people, and protect natural resources for present and future generations.*

April 27, 2012

Mr. Glen Finkel  
PURETi Inc.  
261 Fifth Avenue  
New York, NY 10016

Re: The LACCD Photocatalytic TiO<sub>2</sub> Coating Project

Dear Mr. Finkel:

The Los Angeles Community College District's award winning Sustainable Building Program has been the largest green building program in the United States of the last decade. As you know, prior to founding Sustainable Strategies Today, I served as the Executive Director of Facilities Planning and Development for the LACCD, the largest community college district in the nation, for more than eight years from 2003-2011. Serving more than 36 cities in Los Angeles County and covering nearly 900 square miles, the nine colleges of the LACCD have been educating and training the region's diverse workforce since 1969. As the Executive Director, I oversaw all planning, facilities development, maintenance and real estate activities at the District.

The LACCD Sustainable Building Program was established to modernize the LACCD's nine colleges, focusing on sustainability by embracing nationally recognized environmental standards and guidelines. A critical part of the program's mandate was to demonstrate leadership in green and sustainable construction. By the time the construction and renewable energy efforts are complete, the District is expected to have 85 new buildings that meet the U.S. Green Building Council's LEED (Leadership in Energy and Environmental Design) standards with nearly 20 of them being certified as LEED Platinum. The 450 existing buildings will have also been modernized. In addition, a significant share of the District's energy requirements will be met with renewable energy.

During my tenure, PURETi Inc.'s water based photocatalytic solutions were applied to one building in 2007 in an experimental project. This innovation initiative was judged to be successful. The building's roof, façade and windows stayed visibly cleaner than buildings not treated at that time.

In 2009, based on the observed successful performance of PURETi in preventing soiling and reducing maintenance on this one building, the LACCD Sustainable Building Program initiated the application of photocatalytic TiO<sub>2</sub> solutions to one million square feet of building roofs, facades and windows. PURETi was selected in an open bid process as the photocatalytic TiO<sub>2</sub> solution for this project. Over 20 campus buildings – dorms, class rooms, athletic facilities and solar panels – were treated with PURETi in 2009.

I am pleased to report that the PURETi project has been a success – the building treated in 2007 and the buildings treated in 2009 have stayed visibly cleaner and required significantly less maintenance than comparable buildings without the photocatalytic treatment. In addition, the solar carport system treated with Pureti showed a 17% increase in production of electricity compared to other systems that were not treated. The performance and durability of PURETi products exceeded my expectation.

Mr. Glen Finkel  
April 27, 2012  
Page 2

In my new capacity as Principal of Sustainable Strategies Today, a Green Building Consultancy and Renewable Energy Advisory Firm, I now regularly recommend PURETi to my clients and specify its use in all building and renewable energy projects. I recommend PURETi to our clients as a simple and effective way to increase electricity production, keep building exteriors clean, reduce facility maintenance and contribute to pollution reduction.

You should also be aware that I continue to speak publicly on sustainability and effective building construction practices. My most recent presentation occurred at the University of Wisconsin-Madison, at their invitation, where I was asked to do a presentation as part of their campus wide celebration of Earth Week. My talk focused on cutting edge concepts to deliver highly sustainable buildings using sophisticated technology. A focal point of my talk was on the use of PURETi as an important technological advancement and an integral component of necessary sustainable building practices.

I am convinced that your work in developing and advancing the use of PURETi is a major contribution to field of sustainability and green construction.

Sincerely,

A handwritten signature in blue ink, appearing to read "Larry Eisenberg". The signature is fluid and cursive, with a long horizontal stroke at the end.

Larry Eisenberg  
Principal  
Sustainable Strategies Today

demonstrate leadership in green and sustainable construction.