

ScentAir Joins Premier Association of the Fragrance Industry, Leading the Way for Safe Scent Delivery Solutions

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Membership in IFRA North America adds seal of quality and credibility to ScentAir's products and services

Charlotte, NC (March 22, 2011) – ScentAir Technologies, Inc., the leading global provider of scent delivery solutions for business, announced today membership in the International Fragrance Association North America.

Membership in IFRA North America is limited to companies with a commitment to ensuring the safety of fragrance materials through a dedicated science program. Association members also abide by a Code of Practice set by the industry's governing association, International Fragrance Association (Brussels). This Code of Practice ensures that the highest fragrance industry principles are met, including the establishment of safe use standards for fragrance materials.

"As the industry leader providing premium scent solutions for business, it is imperative that we set the standard for quality and safety through membership in IFRA North America." said Tom Conroy, CEO of ScentAir. "It is our commitment to safety and regulatory compliance worldwide that makes us the responsible scent technology solution for any environment and a natural selection for membership in IFRA North America."

"IFRA North America is delighted to welcome ScentAir as an associate member of our association. We applaud ScentAir's commitment to embrace the fragrance industry's high safety standards and principles," said Jennifer Abril, Executive Director, IFRA North America.

As a member of IFRA North America, ScentAir will continue its commitment to innovating solutions that focus on fragrance safety for both consumers and the environment.

About ScentAir – www.scentair.com

ScentAir Technologies, Inc. (www.scentair.com) is the leading global provider of scent marketing solutions with over 25,000 installations in 104 countries producing over three billion scent impressions annually. ScentAir's patented delivery systems and high-quality

fragrances help enhance environments, communicate brands and create memorable experiences for clients around the world. ScentAir offers a full spectrum of scent delivery solutions from large-scale dispersion systems to self-contained fixtures for distributing scent in commercial environments. ScentAir's technical deployments are also found in engineered systems for military training and aviation simulation. ScentAir is a privately held company located in Charlotte, N.C.

About the International Fragrance Association North America (IFRA North America) –
www.ifrana.org

IFRA North America represents the fragrance materials industry in the United States and Canada. IFRA member companies create and manufacture perfumes and fragrances for personal care, home care, and home design products. Companies that supply fragrance ingredients, such as essential oils and other raw materials, are also IFRA North America members.