

April 19th, 2012

Glen Finkel, President
PURETI Inc.
261 Fifth Avenue, 12th Fl.
New York, NY 10016
USA

Dear Mr. Finkel,

We are delighted to inform you that Material ConneXion has selected PureTi as a contender for the **MEDIUM Award for Material of the Year**.

As the world's leading global materials consultancy and library of innovative materials, Material ConneXion has unparalleled insight into the materials, processes and emerging technologies that are having the greatest impact on design worldwide. The MEDIUM Award for Material of the Year recognizes materials juried into our Materials Library within the past year that demonstrate outstanding technological innovation and the potential to make a significant contribution to the advancement of design, industry, society and the economy.

Material ConneXion has cited PureTi as an innovative photocatalytic coating based upon TiO₂ that offers a more effective self-cleaning surface than other titania based treatments. The coating can be applied to buildings, aircraft, transportation infrastructure and acts as an effective self-cleaning mechanism, forcing rain or sprayed water on the surface to slough off dirt and soiling, as well as odor causing organic matter.

To celebrate our third annual MEDIUM Award for Material of the Year, Material ConneXion has planned an exciting program of events that includes an exhibition with the award winner and Honorable Mention recipients at our New York City headquarters from May 14 through June 2012. The exhibition will raise awareness of PureTi's extraordinary capabilities to an international audience of material specifiers, influencers from the design community, and press. Material ConneXion has been featured in various international media outlets such as Fast Company's Co. Design, Architectural Record, Metropolis, Surface, the New York Times and the Wall Street Journal. As many of our global offices will also exhibit this program, **we will need high resolution application images and 30 samples (raw sample and application of material) of your product by May 4th.**

Material ConneXion will exhibit the Medium Awards and publicly announce our MEDIUM Award for Material of the Year winner and honorable mentions at the International Contemporary Furniture Fair in New York City on May 19th. We **kindly ask that you keep all information about the award and your contender status confidential until we have released our statement.** After that date, we encourage you to issue your own announcement, although we request the opportunity to review any press release you write prior to distribution.

Material ConneXion is proud to recognize PURETI Inc.'s excellence in the field of material innovation and congratulates you on the selection of PureTi as a recipient of our MEDIUM Award for Material of the Year. We look forward to having you join us in New York to celebrate this momentous occasion.

Sincerely,



Andrew H. Dent, PhD
Vice President, Library & Materials Research
Material ConneXion

