

POINTE HILTON SQUAW PEAK RESORT GOES PURE

The Resort transforms Select Suites into Allergy-Friendly Environments

(August 1, 2009) – Pointe Hilton Squaw Peak is the first resort in the Phoenix area to offer PURE rooms, an allergy-friendly room that allows guests, especially those who suffer from allergies and asthma the cleanest, freshest air and a more restful sleep during their stay. The resort has transformed six double suites and five king suites into PURE allergen friendly accommodations that have been treated to remove up to 98 percent of bacteria and viruses.

“Along with providing relief to guests suffering from respiratory and allergy sensitivities, PURE rooms offer additional choices for health conscious travelers,” said Teri Agosta, Pointe Hilton Squaw Peak General Manager. “We continue to look for new services and amenities that will set us apart from other hotels and we’re excited to be the first resort to offer the PURE room option in the Phoenix area.”

The resort has made an initial investment by converting 11 suites into PURE rooms, and has conducted comprehensive team member training on the PURE treatment process to maintain the optimal level of purification, which minimizes irritants, contaminants and odors.

PURE Rooms go through a seven-step process that includes a cleansing of all soft surfaces with PURE Clean™ and PURE Shield™, which bonds to all surfaces to prevent bacteria growth. During the cleaning process, rooms are disinfected, sanitized and purified. Additionally, mattresses and pillows are covered with special encasements, to protect guests from dust mite allergens.

About PURE Solutions North America:

PURE Solutions has innovated a system for hotels and conference centers that provides PURE rooms, an allergy-friendly room which results in indoor environments that have been treated to remove up to 98 percent of bacteria and viruses. The PURE room concept utilizes State-of-the-art purification techniques whereby each room is treated comprehensively to remove allergens and irritants from all surfaces, fabrics and air flow. Over 50 of the nation's top hotels have installed PURE to date and this system is being adopted at a rapid rate by hotels worldwide. PURE Solutions received the 2008 Innovator Award from The School of Hotel Administration at Cornell University. For further information, see www.Pureroom.com.