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New Air Filtering System Launched at AHR Expo 2004

The Comfort 1st Filtered Diffuser by International Diversified Marketing Inc. Cleans Pollutants and Controls those Pesky Office Drafts -- All in One Sleek, Self-contained Unit

ANAHEIM, CA (01/27/04) -- International Diversified Marketing Inc. (IDM) (www.controlaflow.com) will today launch their much-awaited new air filtration system, the Comfort 1st Filtered Diffuser, at the AHR Expo 2004 in Anaheim. This sequel to the popular Control-A-Flow and Breathe Easy devices combines the best features of both into one sleek unit.

The Comfort 1st Filtered Diffuser addresses the two biggest complaints in today's offices, drafts from overhead diffusers and illness and allergic reactions from polluted ductwork. Comfort 1st is the only diffuser that combines four-way adjustable airflow along a horizontal plane. Four anti-microbial filters cover the discharge points on the inside portion of each louver, so they are out of sight, while the air is filtered as it enters the room. The multi-density two-ply filters remove pollutants as small as one micron while simultaneously destroying most microorganisms on contact. The bottom portion hinges open for quick and easy filter replacement. With no airflow discharging straight down, complaints of cold drafts blowing on workers is eliminated.

"By eliminating complaints of drafts and allergic reactions to duct pollution, companies save money from fewer sick days taken and increased productivity," explained David Northcutt, inventor of the system and president of International Diversified Marketing. "Additional saving comes from fewer workers compensation claims and employee lawsuits. As IAQ (indoor air quality) concerns grow, employers will look for affordable ways to protect their employees from illness and discomfort."

Available directly from IDM (e-mail: idm@controlaflow.com) or from dealers across the country.

About IDM

International Diversified Marketing (IDM) manufactures indoor air quality products that work to increase comfort and improve airflow while maintaining proper system balance. Founded in 1977, the company expanded into the HVAC space with the goal of solving a common workplace problem -- air comfort -- or more aptly, the lack thereof. The company's flagship product, Control-A-Flow® Draft Eliminator, is a patented air diffuser that installs easily over existing vents to immediately increase comfort levels while simultaneously improving air quality through advanced antimicrobial filtration of dust, pollens, rust and other airborne pollutants. IDM currently holds two product patents for their innovative technology as well as several awards for their winning product designs. Located in Santa Ana, Calif. the company can be reached by phoning 800-804-3366.



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