

June 7, 2010

VIA ELECTRONIC MAIL (dfplaw@bellsouth.net) AND FIRST CLASS MAIL

David F. Pleasanton, Esq.
David F. Pleasanton, P.A.
Attorneys at Law
1840 Forest Hill Blvd.
Suite 205
West Palm Beach, FL 35406

Re: HGI Industries v. International Ozone Technologies Group, Inc.

Dear Mr. Pleasanton:

This responds to your May 17, 2010 letter. Let me state at the outset that HGI Industries, Inc. ("HGI") reaffirms all of the claims made in my May 5, 2010 letter. I would, however, like to comment on some of your assertions. You attempt to refute my statement that current oxidant sensor technology cannot distinguish between ozone and non-toxic hydroxyls by asserting that "[i]t has been widely recognized in the scientific community that ozone can be detected and measured very accurately by use using [sic] a UV absorption method."

In fact, currently available UV absorption technology cannot distinguish ozone from other non-toxic hydroxyls. The most accurate UV absorption instrumentation in the world for the measurement of ozone is manufactured by the Salvatore Maugeri Foundation of Pavia, Italy. Palolo Sacco of the Foundation has advised HGI that "Knowing the reaction pathway associated with the radiello sampler for ozone, I fear that the hydroxyl radical will give a response as it would be ozone. So a positive interference is to be expected."

If the world's most sophisticated ozone detection instrumentation generates false positive readings for ozone when hydroxyl radicals are also present in the sample, it is virtually certain that whatever ozone detection technique your client used to support his claims of ozone generation by Odorox® hydroxyl generators produced similar false positive readings. As I stated on May 5, 2010, your client's reliance on such test results to support his misrepresentations about the generation of unsafe levels of ozone by HGI's hydroxyl generators constitutes false advertising that is actionable under the federal Lanham Act and other related state statutes.

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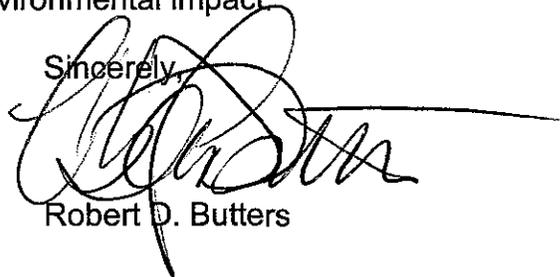
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You also contend that the Columbia Analytical Services, Inc. ("Columbia") test report demonstrates that HGI's Odorox® MDU in fact emits ozone. You misinterpret the Columbia report. As established above, current ozone detection technology cannot distinguish between ozone and hydroxyls in the test sample. HGI commissioned the Columbia analysis to determine the level of oxidants emitted by the Odorox® machine and whether, even if one assumed that all of the emitted oxidants were ozone, the oxidant emissions were within recognized guidelines for safe operation of the machine in an enclosed area.

The Columbia report states that oxidant emissions from the Odorox® machine in an enclosed environment during the test period showed a mean oxidant concentration level of 11.4 ppbV. During the same test period, the oxidant measurement for outdoor air was 19 ppbV. Hence, the Odorox® machine's oxidant emissions in the enclosed environment were less than the oxidants recorded from natural sources in outdoor air during the same period. Furthermore, the Odorox® machine tested by Columbia met all applicable standards for safe emission of oxidants, even if the oxidants were ozone. Therefore, the Columbia report does not contradict, but confirms, the statements made in my May 5, 2010 letter.

HGI is actively monitoring the development of technology that will accurately determine that hydroxyl generation machines emit non-toxic hydroxyls, as opposed to ozone. Such technology should be available in the near future. In the interim, your client and its distributors would be well advised to more accurately represent the safety and efficacy of hydroxyls and their environmental impact.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert D. Butters", with a long horizontal flourish extending to the right.

Robert D. Butters

RDB:lp

cc: Mr. Brian Macintosh
Ronald Fieldstone, Esq.
Dale Bergman, Esq.



FONDAZIONE SALVATORE MAUGERI
CLINICA DEL LAVORO E DELLA RIABILITAZIONE
I.R.C.C.S.

ISTITUTO DI RICOVERO E CURA A CARATTERE SCIENTIFICO

Fondazione Salvatore Maugeri
Centro di Ricerche Ambientali Via
Svizzera, 16
1-35127 PADOVA

Phone ++39 049 8064511

Fax ++39 049 8064555

> ----- Original Message -----

> From: Russ Mccubbin

> To: HYPERLINK "mailto:radiello.com@radiello.com"

> Sent: Friday, June 25, 2010 9:47 AM

> Subject: Re: OzoneSampler & Hydroxyls

>

> Thank you for getting back to us so fast.

>

> Another question we have is:

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> Does The Salvatore Maugeri Foundation or any of its subsidiaries manufacture an ozone analyzer that utilizes UV Absorption
> technology based on the Beer-Lambert law?

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> If you do manufacture a UV Absorbition Ozone Analyzer please send literature
> and pricing for this unit.

>

> Thank you in advance for your response.

>

> Russ MccubbinDear Mr. Mccubbin

Dear Mr. Mccubbin

the answer is no Our institution is not a manufacturer of instrumentation. We have an IH laboratory and we manufacture only radiello diffusive samplers.

best regards