

For Immediate Release

**Dr. Chekitan Dev of Cornell University's School of Hotel Administration Joins the Advisory Board of PURE Global**

*Pulaski, New York- June 7, 2011-* Dr. Chekitan Dev, a professor of Strategic Marketing and Brand Management at Cornell University's School of Hotel Administration, has joined the advisory board of PURE Global to provide strategic guidance for the company's global expansion.

PURE Global is the leader in allergy-friendly rooms for the hospitality industry. Millions of allergy sufferers all over the world now have available, for the first time, a patented and market tested solution for an allergy friendly room. PURE has installed its indoor air quality solutions in over 250 hotels in 20 countries, and is a brand standard at Hyatt Hotels & Resorts Worldwide as well as the suites of ITCWelcomgroup Hotels & Resorts.

Professor Dev, a former corporate executive with Oberoi Hotels & Resorts and 32 year veteran of the global hospitality industry, has served corporate, government, education, advisory and private equity clients in over 40 countries on six continents as a consultant, seminar leader, and expert witness. Dr. Dev's award-winning research has been published in several peer-reviewed journals including the Harvard Business Review, and he has been interviewed by multiple national and international newspapers, magazines, television and radio stations. Dr. Dev has won all major hospitality research awards including the 2002 John Wiley & Sons award for his lifetime contribution to hospitality and tourism research. He takes time from his teaching and research activities to contribute to his community by serving on the editorial board of several peer-reviewed journals, fundraising for the Ithaca Montessori School, and serving on the Tompkins County Convention and Visitors Bureau marketing committee. Hotelies With a Heart, a non-profit organization run by Cornell Hotel School students was founded by Dr. Dev in November 2008.

*"I am delighted to join the advisory board of this organization dedicated to improving the well-being of travelers worldwide," says Dr. Dev. "As an allergy sufferer myself, I am convinced that PURE is a must-have in-room amenity."*

Vinny Lobdell, Executive Vice President of PURE states *"Professor Dev is the number 1 brand strategist in the hospitality industry. We are extremely excited he has chosen to partner with us through the next phase of our global expansion."*

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