

## **Innovative Small Business Continues Hiring Despite Difficult Economic Environment**

Pulaski, NY – March 8, 2011 - While many small businesses in the U.S. have struggled through the recent recession and are continuing to experience slim to no growth, Healthway--a manufacturer of residential, commercial, and medical-grade air cleaners--has continued to thrive in these tough times. While some businesses have enacted mass layoffs and may not yet be even hiring again, in the past 24 months Healthway has hired seven more employees. The positions filled range from engineering to production line employees.

The company has persevered through difficult times by developing strategic alliances and continuing to offer superior customer service to maintain and grow their base of satisfied customers. Much of their growth in 2010 can be contributed to their expansion in the hospitality industry through its sister company, Pure Solutions, and growth in international emerging markets.

“Healthway defied the odds through critically challenging economic times due to having supportive and hard working employees and vendors that believed in our business,” explained Healthway CEO and owner, Vince Lobdell Sr.

He continued, “We have been seeing 30 plus percent growth on the back of new technology and vertical market expansion. Our vendors’ support when times were tough gave us the cushion we needed to manufacture our products when our customers were having a very difficult time paying for our products without extended terms. It was a vicious cycle that affected everyone from manufacturers of raw materials to assemblers of finished products.”

The company has big plans for the next 12 months. They are currently planning a 25,000 square foot expansion that will house a state- of-the-art clean room testing facility for their new inline commercial air cleaning system. It will also become the new corporate headquarters for Pure Solutions.

Vinny Lobdell, Jr., executive VP of Global Sales, sees more hiring on the horizon. “We plan on hiring at least 5 more people within the next two months to support our expansion into international markets,” he added.

Healthway will also plan on hiring more production line assembly staff as demand for their patented air cleaning equipment and replacement filters has risen dramatically.

“We are passionate about clean air and passion breeds perfection,” stated Vinny Lobdell. “We believe a market is never too saturated for a great product. We are also adding many different ancillary environmental products to the Healthway product line to help in keeping us competitive and diversified.”

“Small companies prosper and stay competitive by being on the cutting edge of innovation and providing service that supersedes customers expectations,” he added. “We stay focused on this everyday and this has helped us take our company to the next level during these challenging times.”

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