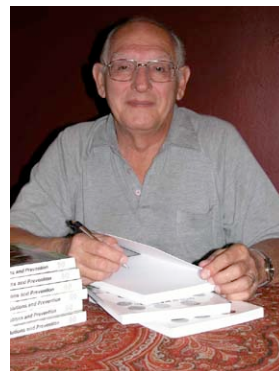


February 14, 2007

SUBJECTS: HEALTH and HOME

Contact: Danielle Dobbs
2945 Waumpi Trail
Maitland, FL 32751
Tel: 407-629-4820



FOR IMMEDIATE RELEASE

Mold in Outer Space Brought This Rocket Scientist Down to Earth To Tell You All About Mold and How to Prevent it

A large amount of information concerning mold and its effects has been put forth by the news media over the past several years. Some stories have dismissed the idea that mold can cause health problems, while others have implied that people, especially infants and pets could die from exposure to toxic mold. Charles Dobbs, a rocket scientist by trade made it his business to find out the truth about mold.

While working on the Space Station program, Charles became very intrigued to learn that mold could grow in zero gravity. When he was laid off following the 9/11 incident, and jobs were scarce, he was forced to go into business for himself. He decided to take a course to become a mold inspector. His methodical approach was fitting for this aerospace engineer in carrying out mold inspections and taking microbial samples to qualify and quantify a potential mold problem. Unless mold samples are collected in a precise manner, the laboratory results are meaningless. He involved his wife, a former writer and teacher to write reports, and his daughter, fresh out of college with a chemistry degree, decided to join him in the field. The three of them became certified mold inspectors and together they grew a mold detection business, priding themselves for being very detailed oriented with an emphasis on quality control and recording, and providing clients with outstanding reports.

Years of field experience observing, researching, and documenting water damage and mold conditions led these three mold detection experts to the conclusion that a large percentage of these cases could have been avoided by following simple preventive measures. For three years they held monthly lectures at a local library for the general public, and they finally decided to put their knowledge into a book. The questions raised by lecture attendees became the outline of **Mold Matters – Solutions and Prevention**. This book is about mold education - it provides solutions to mold problems and it gives many tips on mold prevention. The goal of the authors is to empower the homeowner and building owner in mold related issues.

Mold, otherwise known as fungi (fungus, singular) helps dead matter to decay. Without mold, we would be veritably drowning in trash. However, when mold grows in our homes, it can become a problem. Mold can only grow when three things are present: water or very high humidity, a surface to grow on, and a food source. The only thing we can control is water. That's it, water! Thus if you control water, you prevent mold. It's that simple.

The increase in incidence of mold contamination can be attributed in great part to energy conservation measures as well as cheaper building materials and poor workmanship. The awareness of mold has risen so fast that state legislators have not been able to implement standards and regulations for mold inspectors and mold remediators. This means that since the business is unregulated, there are many wannabe inspectors and remediators who know very little about mold and can potentially aggravate a mold situation. **Mold Matters** informs the reader on how to recognize competent mold inspectors and

mold remediators. After the hurricanes of 2004 and the large number of mold insurance claims, many insurance companies stopped providing mold coverage. This move puts the responsibility entirely on the homeowner. This book teaches about mold and how to handle water intrusion before mold develops and how to practice prevention.

There are few books on mold that are both complete and written by professional mold inspectors. Those that exist are either written by microbiologists/mycologists who possess no field experience and are written primarily for college students. Books that are written for the layperson are written by people who possess little or no background on the subject of mold.

Mold Matters is about education. It is about protecting health and building structures. If you suspect you have a mold problem in your home or building, don't panic. This book will guide you through the entire process of ridding your home of mold. You will learn about the conditions required for mold growth, and how to handle water intrusion – even large water intrusion events such as hurricanes. You will be guided on the selection of experts to inspect, to test air quality, and to remediate the mold problem. The book is an easy read. You will find many color pictures, diagrams, and flowcharts to heighten understanding or to clarify a point. The goal is to give you the knowledge you need to be in control of the situation. In the process you will save time and money and in the end things will be done correctly.

If you don't have a mold problem, rejoice. This book will give you many tips on mold prevention. Knowing the conditions for mold growth is half the battle, implementing the steps necessary for prevention is the way to win the battle. Whether you are a home or building owner or inspector, insurance adjuster, lawyer, apartment or hotel manager, or a member of a maintenance crew, this book is for you. The same principles that apply to homes, also apply to apartment complexes, retail spaces, and office buildings.

What readers have said about **MOLD MATTERS - Solutions and Prevention**: "Everything you ever wanted to know about mold from A to Z. An eminently readable treatise on mold that will satisfy the home consumer to the discerning scientist", "A must read for any homeowner, renter, parent, or employee." This book can be purchased at your favorite local bookstore or at the authors' website: www.BookOnMold.com. On their website one can sign up for their free newsletter and receive valuable information. Their unique telephone mold consulting service, a first in the nation, allows homeowners to receive an unbiased expert opinion or guidance about their particular situation. Professionals can take online mold classes through web conferencing. Indeed, it's all about practical education on earthly problems.

Danielle Dobbs, Marketing Director
Dobbs Enterprises, Inc.
www.bookonmold.com
www.iipmi.com
Tel: 407-629-4820