



For Immediate Release

A Canadian Success Story, Icynene Inc. Establishes a New Base of Operation to Meet the Continued Demand for Healthy Insulation

If you are a fan of construction or home renovation programs, you are probably already familiar with the unparalleled results achieved with The Icynene Insulation System[®]. As seen on TV, in affiliation with such HGTV programs as *Your New House* and *Let's Build*, Icynene[®] is an environmentally friendly foam insulation and air barrier that is helping builders across North America to create Healthier, Quieter, More Energy Efficient[™] homes and workplaces. Icynene[®]'s spray-in-place, light density formula expands 100 times its initial volume in seconds to form a protective barrier. This continuous, flexible seal equates to long-term comfort and cost savings, since Icynene[®] will continue to perform, regardless of whatever elements time and Mother Nature can throw at it. With Icynene[®], homeowners can realize up to a 50% decrease in heating and cooling costs over conventional insulations. It also minimizes the intrusion of airborne sounds and improves indoor air quality, creating a Healthier, Quieter, More Energy Efficient[™] living environment.

Certified under the Envirosic[™] Certification Program, an environmental program supported by an international team of experts in low-pollution design, toxicology, medicine and indoor air quality, Icynene[®] helps to prevent condensation, mold and mildew that are caused by the movement of moist/humid air through a building envelope. It has additionally been tested and proven not to be a food source for mold.

.../More

Since its introduction, Icynene's success has been impressive and its growth has easily outpaced the industry average. Its effectiveness in a myriad of problem-solving applications, combined with the increasing demand for healthy, "green" products, has helped pave the way for Icynene's consistent achievement of its aggressive growth targets. To accommodate for current and future success, it's time for Icynene to move to... a much larger facility.

6747 Campobello Road extends a massive spatial upgrade to accommodate all Icynene employees. The new facility is designed and equipped to house both product manufacturing and corporate offices.

Icynene will be celebrating the official Grand Opening of this new facility with Mississauga Mayor Hazel McCallion on June 21, 2003 at the new location – 6747 Campobello Rd., Mississauga, ON.

Company Background

Icynene Inc., a Canadian company, brought The Icynene Insulation System[®] to market in 1986 with one objective in mind – to create energy-efficient, healthy, peaceful homes and buildings through superior insulation performance. The product is distributed in Canada, United States, Mexico, Japan and Korea through a network of Icynene Licensed Dealers, who then install The Icynene Insulation System[®] on-site to ensure a custom fit every time.

Icynene Inc. – a Local Community Supporter

As part of its corporate philosophy, Icynene Inc. is committed to helping non-profit organizations serve community needs. Icynene's sponsorship initiatives have helped various charitable organizations through the donation of its product, The Icynene Insulation System[®], to projects such as healthcare facilities, schools and low-income homes.

.../More

A supporter of Rose Cherry's Home, Icynene attended the Home's Ceremonial Groundbreaking last June and the 4th Annual Seasons of Comfort & Joy Gala Fundraiser last November. Named for the late wife of Canadian hockey commentator, Don Cherry, Rose Cherry's Home will provide pediatric hospice care and respite services to Ontario families who have children with life-threatening illnesses that require technology-dependent care.

Respectful of the environmental considerations of this project, which is located within a biosphere reserve area of Milton, Ontario, Icynene is committed to supplying The Icynene Insulation System[®] for the entire building envelope. As a green product containing absolutely no harmful chemicals such as HCFCs, CFCs or formaldehyde, Icynene's characteristics are consistent with the environmental specifications for building on this site.

Icynene also takes pride in its participation with such organizations as the Childhood Asthma Foundation. Both organizations embrace parallel interests in providing a healthy indoor environment, particularly for the growing number of children who suffer from chemical sensitivity or respiratory illnesses.

For more information relating to The Icynene Insulation System[®] or to contact a Licensed Icynene Dealer, please visit Icynene's website at www.icynene.com or contact Shawn Rippon, Vice-President of Marketing, toll-free at 1-800-758-7325.