



The Icynene Insulation System® makes news, while making homes Healthier, Quieter, More Energy Efficient®

The selection of The Icynene Insulation System® as the exclusive insulation of NEXTGEN04 demonstration home at the NAHB International Builders' Show, affirms its increasingly high-profile role in helping build more energy efficient, healthier, more durable homes that are also affordable for average families.

Icynene®'s growing reputation is also reflected in its selection for leading green building initiatives, in robust consumer demand and in its receipt of highly respected industry awards. Following is just a glimpse of how Icynene is turning heads throughout the construction industry, while meeting growing U.S. demand for greener building products:

Icynene meets soaring demand with new plant

- The increasing profile of the NEXTGEN initiative is one indication of the ever-expanding interest in and market for greener building materials such as Icynene. Over the last two years alone, Icynene's growth has outpaced that of the insulation industry as a whole by almost 10 times. To meet demand, Icynene opened a new manufacturing plant in January 2003, which offers four times the production capacity of its previous facility.

Icynene receives high-profile industry awards

- The Icynene Insulation System was one of only 12 products selected from among hundreds of products by Home Magazine to win the coveted 2004 American Building Product Award. The winners were chosen by the editors of Home Magazine based on criteria such as durability, safety, convenience and style, as well as on feedback from millions of Home Magazine readers.
- In 2003, Icynene was also honored with top product awards from Building Product magazine and Qualified Remodeler magazine. Icynene was ranked #4 on Qualified Remodeler's list of 100 hottest products of 2003 and among the top 20 products in Building Product magazine's May 2003 top 100 list.
- Icynene was a key component of a home built by Pruet Builders Inc. in Sarasota, Florida, helping the builder achieve a National Association of Home Builders 2003 EnergyValue Housing Gold Award for a Hot Climate/Custom Home. The EnergyValue Housing Award is the pre-eminent award program for builders of energy efficient homes.

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Icynene selected for leading-edge building initiatives

- The American Lung Association's Health House project in Woodbury, Minnesota selected Icynene as its insulation partner to help meet the most stringent performance standards in the nation for building and maintaining a healthier, more energy and resource-efficient home.
- Icynene was selected for the Cartledge home renovation project as part of The Greater Atlanta Home Builders Association's EarthCraft House™ program. This project received Environmental Design and Construction Magazine's 2003 Excellence in Design Award. EarthCraft House is the fastest growing green building program in the southern United States.
- As part of The U.S. Department of Energy's Building America program, Icynene was selected in the construction of a 7,700 square-foot home in Summerset at Frick Park in Pittsburgh, Pennsylvania. Icynene helped the home surpass strict standards for airtightness and a 55 percent reduction in energy use.

Icynene quantifies savings with its 31-Day Payback Formula

- Icynene recently introduced its 31-Day Payback Formula, which demonstrates the cost savings that can be realized using Icynene to create a more energy efficient building envelope that facilitates HVAC rightsizing. The formula proves how an additional few cents per square foot investment in Icynene provides a payback dividend within 31 days of the initial investment and continues to pay dividends for a lifetime of added value.

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