

FOR IMMEDIATE RELEASE

NextGen 2009 experiences the latest advancement in Green Home Building

December 12, 2008 (Mississauga, ON) – The onsite NextGen *Urban Living Home* and the offsite NextGen *First to the Future Home* will showcase the latest in green, sustainable and energy efficient products to thousands of visitors at the International Builders' Show (IBS) in Las Vegas, NV from Jan 20 – 23, 2009. For the 5th year in a row, NextGen has selected Icynene[®] as the featured insulation to support their demonstration homes' sustainable, green goals.

Sprayed into the walls of the 5,200 square feet NextGen *First to the Future Home*, Icynene[®] effectively minimizes air leakage to deliver advanced moisture control, improved air quality, and immediate energy savings of up to 50%.

Constructing an airtight building envelope is simplified using Icynene[®] spray foam insulation because it creates a continuous air-seal, keeping cooled indoor air inside and reducing latent air-conditioning loads. Aside from significant energy savings, this also helps reduce related Greenhouse Gas (GHG) emissions. All these benefits translate into a climate-friendly insulation option that enables homeowners to enjoy a more sustainable and energy independent future.

The U.S. Department of Energy's current Builders Challenge program, calls for 220,000 homes to be built by 2012 that are 30 percent more efficient than today's homes. Built in partnership with the U.S. Department of Energy, the NextGen *First to the Future* home reaches all new levels of performance, boasting efficiency levels that are 95 percent greater than

(More...)

today's standard home.

Efficient, green and digitally connected, the NextGen First to the Future home is built to withstand the worst natural disasters, such as earthquakes which are common in Las Vegas. Continuing a longstanding partnership with the Institute for Business & Home Safety (IBHS), the home is built to meet the stringent IBHS Fortified...for safer living[®] standard. And Icynene[®]'s contribution is its semi-flexible, soft structure that expands and contracts with the home and does not crack or delaminate, delivering performance and durability for the life of the building.

To learn more, visit Icynene online at Icynene.com, or at the International Builders' Show, booth #N1363.

For more information, contact:

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About Icynene Inc.

Icynene Inc. is the leading manufacturer of soft foam insulation products that are designed to help create Healthier, Quieter, More Energy Efficient[®] homes. These products are distributed (across the United States, Canada, Mexico, Japan, and Korea) through a network of Icynene Licensed Dealers who then install the Icynene products on-site for each custom application. For more information about Icynene, visit www.icynene.com.

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