

FOR IMMEDIATE RELEASE

***Icynene[®] takes the gamble out of green building in a familiar
Vegas Neighborhood***

October 21, 2008 (Mississauga, ON) - The New American Home (TNAH) 2009 will showcase the latest green building technology during the International Builders Show (IBS) in Las Vegas. Located 15 minutes from the Las Vegas Convention Center, this year's show home is on a half-acre lot in a neighborhood with an interesting slice of Las Vegas history. The home is situated right across some property owned by Mr. Las Vegas himself – Wayne Newton.

Acting as a laboratory, education tool and product showcase, The New American Home 2009 is a net-zero energy home that includes state-of-the-art green building technology such as photovoltaic cells, a gas-powered mechanical HVAC system along with the superior Icynene[®] spray foam insulation that creates a safer, more energy efficient envelope. In addition to green building technologies, the home will also feature dynamic aesthetic design, including fountains, pools and a basement-level subterranean courtyard.

The home incorporates elements such as builders' best practices for creating an energy efficient, comfortable, and healthy living environment. With its unique air-sealing properties, Icynene[®] helps TNAH meet these goals. For instance, Icynene[®] is sprayed directly to the underside of the roof deck in TNAH, creating an indirectly conditioned attic assembly which helps reduce air infiltration to ensure the warm exterior air stays out and any duct leakage from the ductwork located in the attic remains within the conditioned space. This allows for more efficient performance of the HVAC system, significantly reducing energy costs.

(More...)

Another integral component of green building is improving indoor air quality which is achieved with Icynene® in TNAH by creating an air barrier to minimize the entry of outdoor allergens and pollutants. And Icynene® does its part for the environment too. Its 100% water blown, HFC- and PBDE- free formula helps reduce greenhouse gas emissions during construction and creates a healthier living environment for the occupants.

To learn more, visit Icynene online at Icynene.com, or at The New American Home 2009, or on the show floor at the International Builders' Show, booth #N1363. Click www.BuildersShow.com/Icynene and register for a FREE four-day, exhibits-only pass to attend the IBS.

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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