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***Winners Take Advantage: Icynene® helps Canadian builders gain recognition for their green homes***

(Toronto, ON) At the Ontario Building and Renovation Forum 2007 held January 12, EnerQuality Corporation recognized Ontario's outstanding building professionals, industry partners and homebuilders with Awards of Excellence. Among the winners of the nine award categories, three homebuilders have leveraged Icynene Inc.'s marketing support to their advantage: Empire Communities received the EnerGuide for New Houses Builder of the Year Award; Mason Homes received a Leader of the Year Award; and Mattamy Homes North Halton Division – Green Initiatives received the Best Marketing Program Award.

Icynene Inc. has two unique offerings for builders who want to add a little green to their homes. First, builders can benefit from the advantages of specifying a superior soft foam insulation and air barrier system that quickly air-seals to create a healthier, more energy efficient home; and second, the Company is dedicated to helping builders strengthen their overall marketing strategy with a customizable support program. Icynene knows that the average home shopper spends a mere eight minutes and fifty-eight seconds in a model home. That is why it is so important that builders improve the selling power of their spec homes, model homes or design centers by including upgraded features that demonstrate added value. Recent studies have shown:

- Homebuyers are willing to spend money and are motivated by energy efficiency and monthly utility savings.<sup>1</sup>

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- A home that stops and engages shoppers can generate a higher level of sales.<sup>2</sup>
- Operational products displayed in vignettes provide home buyers with the knowledge they need to make an informed purchase and understand the value that is being delivered.<sup>3</sup>
- Homebuyers are looking for quality brands that offer the features they want to improve their lifestyle.<sup>4</sup>

Through Icynene's Builder Advantage Program, the Company provides an opportunity for builders to differentiate themselves from the rest. Using REM/Design technology by Architectural Energy Corporation, Icynene calculates the energy payback for the Icynene-insulated model home so the builder can tangibly demonstrate the savings to homebuyers. In addition to this customized energy analysis, Icynene offers sales support material to assist the builders' sales team in communicating the green benefits of air-sealing to homebuyers. The program includes builder-branded brochures, an Energy Savings poster, a New Home Evaluation checklist and a behind-the-wall cut-out display with DVD for the model home. An acrylic air seal display provides a comparative demonstration of air infiltration through various insulation materials – from traditional fiberglass to The Icynene Insulation System®. Icynene Licensed Dealers offer a no-cost, no-obligation presentation to builders who want to learn more about the Builder Advantage Program. Icynene recently introduced a new, compact unit that houses all of the features listed above. The "Seal the Deal" display was designed to encourage

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potential clients to ‘build your dream in green’ and start enjoying clean, fresh, energy-smart living. Builders who use Icynene® in their model homes are entitled to the Program at no extra cost.

Builder Tom Hignite of Miracle Homes says, “Icynene® has given us a huge edge in the marketing department. I just happen to own the marketing company we have and when we go to a home show, we are looking for any edge we can get. We just came out of a big home show and we were the buzzword there because we were using Icynene® and everyone else was still using the old-fashioned roll insulation.”

EnerQuality Corporation manages three popular energy efficiency initiatives in Ontario targeting new housing: ENERGY STAR for new homes, R-2000 and EnerGuide for New Houses. These three initiatives have a total of 354 participating homebuilders and the support of government and private sector partners including Icynene.

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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](http://www.icynene.com).

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<sup>1</sup> NAHBRC / Icynene study

<sup>2</sup> [www.envirosell.com](http://www.envirosell.com)

<sup>3</sup> Moen Design Services

<sup>4</sup> NAHB Customer Preference Survey