



**For Immediate Release: January 2, 2007**

***Icynene® accepts honorable mention for research in sustainable building***

(Toronto, ON) Now more than ever, sustainable building and green issues have reached the top tier of consciousness in the national media and, consequently, in the minds of the general public. With coverage in top national newspapers such as The New York Times, the LA Times and the Washington Post, as well as cover stories in magazines including Newsweek, sustainability is now undeniably a mainstream topic. Icynene is honored to be recognized for the company's educational efforts in the area of sustainability and proudly accepts the 2006 Best Sustainable Practice Award – Educational Initiatives Honorable Mention.

Icynene Inc., manufacturer of The Icynene Insulation System® was recognized for outstanding work exploring insulation strategies for added protection against severe storms. In the wake of 2005's devastating hurricane season, Icynene Inc. initiated a third party study of wind tunnel testing to evaluate improved insulating practices that can protect homes and their occupants from the potential damage of hurricane winds. The study concluded that traditional vented attics can allow wind, and the laterally-driven rainwater carried with it, to enter through the soffit vent assemblies. Whereas an unvented conditioned attic design, in which an air-impermeable insulation like Icynene® is applied to the underside of the roof deck, adds durability and minimizes moisture intrusion during severe weather conditions, reducing the potential for moisture-related problems (like mold) in the home. A unique material property of Icynene® soft foam insulation and air barrier system is its ability to create a continuous air-seal. Applied to the

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underside of the roof deck, Icynene® seals the soffit vents making the attic part of the conditioned space.

The honorable mention was bestowed by the Sustainable Buildings Industry Council (SBIC), a non-profit organization whose mission is to unite and inspire the building industry toward higher performance through education, outreach, advocacy and the mutual exchange of ideas. Six years ago, SBIC developed the Annual Awards Program to recognize the excellent innovations and ongoing contributions SBIC members and other industry professionals are making toward building a sustainable future. The judging for Best Sustainable Practices category considered the following: 1) sustainable policy/program initiatives; 2) sustainable research, development, construction process, and demonstration activities; 3) educational initiatives; and 4) stimulating demand through increasing consumer awareness. Attention to the relationship of sustainable design features and increased health, comfort and productivity of the occupants were of particular concern this year. For more details of the awards criteria and information about SBIC, please visit their website at [www.SBICouncil.org](http://www.SBICouncil.org).

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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).