



**ICYNENE**<sup>INC.</sup>

**For Immediate Release**

***Icynene Inc. joins millions to combat climate change by taking part in 2009 Earth Hour***

**Mississauga, ON (March 23, 2009)** - On Saturday, March 28, 2009, at 8:30 pm, Icynene Inc. and its employees will take part in Earth Hour—the world’s largest global climate change event led by the World Wildlife Fund. By simply turning out all non-essential lighting for one hour at the company buildings and employees’ homes, Icynene will join tens of millions of concerned citizens throughout the world in calling for action to save our planet for future generations.

Earth Hour is an event led by the World Wildlife Fund. In 2008, Earth Hour was a tremendous success when more than 50 million people in 370 cities around the world took part, as the lights dimmed at Sydney’s Opera House, Rome’s Coliseum, the Empire State Building and the Golden Gate Bridge. Even the Google homepage went dark for the day.

Last year, Torontonians collectively reduced electricity demand by 8.7 per cent, removing 262 Megawatts from the grid. That’s like taking 150,000 homes or the equivalent of 5.8 million 60 Watt bulbs off the grid!

This year, Earth Hour promises to be even bigger. In Canada, many cities have already pledged to participate including Toronto who will join international cities such as Beijing, Cape Town, Copenhagen, Edinburgh, Helsinki, Hong Kong, Kuala Lumpur, Las Angeles, London, Manila, Mexico City, Moscow, New York, Paris, Rio de Janeiro, and Rome.

“Energy efficiency isn’t just good for business. Each one of us has a stake in the future of our planet and must do whatever we can to operate in ways that don’t deplete our world’s limited natural resources”, says Alan Rankin, President & CEO, Icynene Inc.

As a company dedicated to producing innovative products that reduce our environmental footprint, Icynene has established a “Go Green” company-wide initiative to reduce environmental impact in the workplace and offers green suggestions employees can implement at work or at home. Icynene is committed to reducing its environmental footprint and educating employees on conservation issues, teaching them how to be greener, and directing them to additional environmental resources.

“In the days leading up to Earth Hour, Icynene’s Green Team plans to take a close look at ways our company can operate more efficiently, waste less and reduce our environmental footprint,” adds Rankin.

Icynene invites its Dealer Network, suppliers and associates to join in this important and inspiring effort. Participating in Earth Hour is easy, fun and costs nothing. To get more information and to sign up your

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***(Page Two - Icynene Inc. joins millions to combat climate change by taking part in 2009 Earth Hour)***

business, visit [www.earthhour.org](http://www.earthhour.org) and agree to turn out all non-essential lights from 8:30-9:30 pm on March 28, 2009. One simple hour that will help make the world a better place.

**About Icynene Inc.**

Established in 1986, Icynene Inc. is the leading manufacturer of open-cell foam insulation products that are designed to help create Healthier, Quieter, More Energy Efficient<sup>®</sup> environments. Icynene<sup>®</sup> is the insulation of choice for green building around the world, setting a standard for energy performance, comfort and reduced greenhouse gas emissions.

Icynene's products are distributed (throughout North America, Australia, Asia and Europe) through a network of Icynene Licensed Dealers and Distributors who perform installation on-site for each custom application.

For more information about Icynene<sup>®</sup> or to locate an Icynene Licensed Dealers across North America, visit [www.Icynene.com](http://www.Icynene.com).

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