



Earth Day Green Building Seminar to Launch EcoLumina – 2008 Southern Building Showcase House

Energy and the environment received widespread attention this spring with internationally celebrated **Earth Hour** on March 29th. The next big environmental event is **Earth Day**, celebrated in North America on April 22nd. Icynene and its Dealers are partnering with key builders to support and promote Earth Day. In Atlanta, Icynene Dealer - Woodman Insulation, Builder - Matt Hoots and Southface Energy will hold a builder event to showcase the energy saving products and practices used in EcoLumina – the feature home of the 2008 Southern Building Show.

The EcoLumina Earth Day green building event will include a networking expo and green building seminar highlighting how to build a greener home using today's most advanced eco-friendly methods and sustainable resources. This event will serve as a preview of EcoLumina to the building community and give builders the opportunity to see green building in action. The house is being built to LEED for Homes specifications and is the first one of its kind in Sandy Springs and among the first few to be built in Georgia. LEED for Homes is a rating system that promotes the design and construction of high-performance green homes.

EcoLumina features high performance Icynene[®] open-cell foam insulation, which combined with other green products, will help this home achieve LEED certification. Icynene[®] is playing a major role helping homes like EcoLumina achieve the stringent green building standards established by two U.S. certification programs USGBC LEED for Homes (LEED-H) and the NAHB National Green Building Standard (NGBS). For example:

- For the LEED-H program, Icynene[®] can contribute up to 34 credits in the Energy and Atmosphere category alone. Icynene[®] can also help builders achieve additional LEED credits in the Innovation and Design Process, Materials and Resources and Indoor Environmental Quality categories.

For more information on Icynene's contribution to green building standards, please visit <http://www.icynene.com/GreenBuilding.aspx>.

About EcoLumina

EcoLumina is a landmark residence being developed in Atlanta, Georgia, using the latest technology to create an environmentally friendly home. It will be a source of inspiration and information to home builders and home owners everywhere. For more information, log on to www.ecolumina.org or www.southernbuildingshow.com.

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, Australia, China, Europe, 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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