



**For Immediate Release: June 15, 2007**

***Icynene wins First Place for Innovation***

(Toronto, ON) Icynene Inc. recently picked up another first place award, this time as the recipient of the 2007 Innovation Award in the Spray Foam Insulation category. Home Builder Executive honors manufacturers for unique products, designs, and features brought to the market. This year's award winners were published in the April 30, 2007 issue of Home Builder Executive magazine. A bi-weekly trade publication, Home Builder Executive contains timely industry news stories, in-depth executive interviews, and special category features.

The selection process involved extensive review of company websites, press releases, promotional materials, and articles published over the past year. First, second, and third place winners were chosen in several product categories, including gypsum wallboard, fire sprinkler systems and vinyl windows to name a few. Icynene Inc., a leader in innovation, beat out other manufacturers in the spray foam insulation category such as Dow and Demilec.

"We are honored to receive this esteemed award," said Shawn Rippon, Vice-President of marketing at Icynene Inc. "Icynene remains innovative by working with green building organizations to research and promote the benefits of installing healthy, efficient products such as The Icynene Insulation System<sup>®</sup>." These efforts are visible through the company's literature and consumer website ([www.insulationsmart.com](http://www.insulationsmart.com)), which educate builders, remodelers and homeowners about optimizing energy efficiency, reducing their carbon footprint, and creating a healthier indoor environment.

A unique product offering accompanied by [extensive testing](#), [builder marketing support](#)

(more...)



**ICYNENE** INC.

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and [strong partnerships in the building community](#) make Icynene Inc. a leader in innovation. The company's main product offering, The Icynene Insulation System<sup>®</sup>, has been selected as the insulation of choice in over 100,000 healthy, energy efficient and green building projects in affiliation with well-respected organizations like the American Lung Association's demonstration "[Health Houses](#)," the U.S. Green Building Council's [LEED \(Leadership in Energy & Environmental Design\)](#) program, the [Built Green™](#) program, [EarthCraft House™](#) and [Building America](#).

The Icynene Insulation System<sup>®</sup> is a spray foam insulation and air barrier system that is applied as a liquid and expands to 100 times its volume in seconds, filling and sealing all joints, crevices and gaps. Icynene<sup>®</sup> permanently adheres to the construction material and remains flexible without shrinking, sagging or settling, so that the integrity of the building envelope seal remains intact over time. Icynene<sup>®</sup> minimizes air leakage through the building shell and helps reduce heating and cooling loads on mechanical equipment. This allows for the installation of smaller, less expensive equipment and can save homeowners as much as 50% on monthly energy bills.

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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<sup>®</sup> 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).