



Building for Better Health: The Icynene Insulation System[®] featured in dotCOM dreamHOME

(October 20, 2000) Icynene Inc., the state-of-the-art, spray-in-place soft foam insulation installer, today announced its' involvement in the dotCOM dreamHOME project. The dotCOM dreamHOME (dCdH) is the first of its kind Internet-driven home building project/experiment to be featured, developed, and constructed online from concept to completion. Icynene's products and services will be used in the construction of the home and featured throughout the 12 – 18 month project.

Specifically, Icynene will participate in the dCdH project by providing the spray-in-place polyicynene soft foam insulation. The Icynene Insulation System[®] has been proven to maximize indoor air quality and energy efficiency in independent research projects by the National Association of Home Builders Research Center, the U.S. Department of Energy's Oak Ridge National Laboratories in Tennessee and the Florida Solar Energy Center in Cape Canaveral. It is the only insulation certified by the independent Enviroidesic[™] Certification Program as a building product that contributes to healthy indoor air.

"When we look for dCdH sponsors we are looking for the cream of the crop... and the effectiveness and efficiency of Icynene's products and services are well documented," said Darren Harris Vice President of iShow.com and Co-developer of the project. "We are very pleased to have gained the support of this exceptionally capable company." "It is now recognized that sealing a building against air infiltration is a major component of energy efficiency and key to the prevention of condensation problems", says Jeff Hood, Icynene's Vice President of Sales. " Information collected from our website (www.icynene.com) shows a large number of consumers are concerned about the indoor air quality of their homes, as well as saving money on their energy bills."

About Icynene

Icynene Inc. is a Canadian company specializing in the production of The Icynene Insulation System[®]. This system, named after the insulating material polyicynene, is a state-of-the-art, spray-in-place soft foam that is revolutionizing the insulation of homes and commercial buildings. Icynene was founded in 1986 by a group of 40 investors who were interested in bringing polyicynene technology to the marketplace.

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The Icynene Insulation System[®]



About the dotCOM dreamHOME

The dotCOM dreamHOME project is a production of iShow.com, a business-to-business Internet broadcast provider, and by JLC LIVE, a production of the Journal of Light Construction Magazine. The dotCOM dreamHOME's 24/7 live and on-demand video and audio coverage of the project will give consumers and professionals an unprecedented Internet-based tutorial on how the Internet and e-commerce can make the job of buying, selling, remodeling, or building a house more convenient and manageable for today's time conscious individuals.

For complete coverage of the project, including Icynene's unique contribution to the homes' comfort and energy efficiency, log on to www.dotCOMdreamHOME.com. The dotCOM dreamHOME will also be a featured event on the iShow.com Website with every aspect of e-building brought to life for consumers. A pro-based Website will be created at JLC LIVE.com to provide in-depth professional analysis for building trade professionals. Consumers and building professionals can follow construction progress live 24/7 at www.iShow.com, www.JLCLIVE.com, or by visiting www.dotCOMdreamHOME.com.