

The New American Home® 2003 Showcase Chooses The Icynene Insulation System® in Setting Standard for Healthier, Quieter, More Energy-Efficient™ Homes

The New American Home® 2003 (TNAH) project at the National Association of Home Builders (NAHB) International Builders' Show is a living demonstration of the construction innovations that are enabling builders and architects to create healthier, quieter and more energy-efficient homes.

The New American Home developer, AmLand Development, chose The Icynene Insulation System® as the project's exclusive insulation to meet its stringent demands for exceptional energy efficiency, substantial sound control, superior indoor air quality and cost effectiveness.

Re-defining Insulation

The Icynene Insulation System® is an insulation and air barrier that re-defines conventional thinking about insulation. A water-based spray in place soft foam insulation, Icynene® expands 100 times its initial volume in seconds to insulate and air-seal forming a protective barrier.

When installed Icynene® tenaciously adheres to surrounding building materials creating a complete air barrier minimizing air infiltration into the building envelope.

Icynene® is a superior insulation that controls conductive (surface to surface) and convective (air movement) heat flow, creating a tight and well-insulated building envelope. The result is substantial energy savings versus fiber insulation products. Icynene maintains its tight seal and insulating value over time, even if contacted by moisture.

The Icynene® Advantage for TNAH

- **Healthier** – As an air barrier, Icynene®, helps control the infiltration of airborne allergens, pollutants and moisture which can lead to mold, creating a healthier living space for TNAH. It contains no harmful CFCs, HCFCs or formaldehyde. Icynene is used in mold-remediation projects throughout the U.S. and in American Lung Association Health House demonstration homes.
- **Quieter** – Icynene® has excellent sound attenuation properties. It is ideal for insulating areas such as bathrooms and media rooms and for reducing the noise of outside traffic and neighbourhood activities.
- **More energy efficient and comfortable** – Icynene® delivers energy savings of up to 50 percent over conventional insulation. Its insulating characteristics enable the downsizing of HVAC equipment and its associated lower cost. It ensures a more evenly insulated building envelope and comfortable living space. As an EnergyStar™ partner it can also help homeowners secure an energy efficient mortgage.
- **Goes where other insulations won't** – Icynene® easily handles difficult areas, such as soaring cathedral and dome ceilings, garage rooms, crawlspaces, basements, octagonal rooms and indoor pools, that would be impossible or cost-prohibitive to insulate with conventional insulation.

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Page Two

Icynene Makes \$en\$e for Builders

The 2002 NAHB customer preference study confirmed that discerning homeowners are willing to pay for healthier, quieter, more energy-efficient design options, such as those demonstrated in The New American Home 2003.

Icynene® gives builders an opportunity to increase profits and marketability by offering a construction option that will save homebuyers money and that will demonstrate a high standard of craftsmanship and performance. By reducing customer callbacks builders will increase customer satisfaction and enhance their reputation.

New Display Shows Icynene® Works in Any Home

Attendees of the NAHB International Builders' Show are invited to visit Icynene at its newly unveiled booth (#1361 in the North Hall). The display features walls, attics, and cathedral ceilings constructed in both wood and steel that demonstrate how The Icynene Insulation System® works within any home, anywhere in North America.

Media can see Icynene® at work at The New American Home site during special press tours arranged for Monday, January 20 from 6-7:30 p.m.

- 30 -

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