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For Immediate Release

Icynene® spray foam insulation qualifies homeowners for U.S. tax credits and home energy savings

Mississauga, ON (April 22, 2009) – Installing Icynene® spray foam insulation is a smart investment for homeowners looking to save money on energy bills, earn income tax credits and create a healthier and quieter living environment. Icynene® is a fast and effective upgrade and gives home improvers the best return on investment.

Icynene's dual-performing spray foam insulation and air barrier products allow homeowners to protect against the harmful effects of air leakage. For a more eco-conscious option, Icynene offers ICYNENE LD-R-50™ – an environmentally-preferable, renewable-based insulation responsibly made with natural castor oil.

As part of the **American Recovery and Reinvestment Act** (Stimulus Bill), the home improvement tax credit qualifies homeowners to claim up to 30% of the cost of approved insulation materials* to a maximum of \$1,500. For insulation to qualify it must have been placed in service between January 1, 2009 and December 31, 2010 and its primary purpose must be to insulate.

The following scenario demonstrates how the 2009 home improvement tax credit can help a homeowner to install a superior insulation like Icynene® at a cost closer to a traditional insulation option. In our example, the product cost⁺ for upgrading the insulation using Icynene® to create an unvented, conditioned attic in a 7,000 sq. ft. home is about \$6,000. Therefore, the homeowner would qualify for the full \$1,500 tax credit (30 percent of the product cost to a maximum of \$1,500). The homeowner may also be able to realize additional savings from creating a conditioned attic with Icynene® such as HVAC equipment rightsizing.

Taking into account the potential installation savings, combined with ongoing energy savings, the payback for the Icynene® investment can be realized in as quickly as 3 years. Depending on the climate zone and the amount of duct leakage in the attic, converting a home to an unvented attic can improve the energy performance by up to 25%. A 7,000 sq. ft. home in Orlando, Florida insulated with fiberglass can cost up to \$3,700 to cool and \$800 to heat annually⁺⁺. By creating an unvented attic using Icynene®, energy savings for the home could be as much as \$1,125 per year.

“With rising energy costs, now is the time to enhance the energy efficiency of your home with Icynene® while taking advantage of consumer tax credits,” says Alan Rankin, President of Icynene. “Over time homeowners can expect return on investment in the form of consistent and comfortable indoor temperatures, lower energy bills, and increased longevity of air handling equipment.”

(more...)



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As the leading manufacturer of spray foam insulation products, Icynene® offers long-term health, comfort, and energy savings. The time is now to upgrade homes with Icynene® spray foam insulation. Simple steps to claiming the credit for Icynene® insulation:

1. download Icynene's [Manufacturer Certification Statement](#)
2. for record keeping, save your receipts and the Manufacturer Certification Statement
3. claim home improvements made in 2009 on your 2009 taxes using IRS Tax Form 5695 (2009 version will be available soon at www.irs.gov)

For more information about the tax credit, visit the Energy Star website <http://www.energystar.gov>.

* insulation must meet IECC 2009

+ only product cost is eligible for the tax credit, not labor, so this figure is net of the labor

++ may vary with location, orientation and design

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® environments. Icynene® 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® or to locate an Icynene Licensed, visit www.Icynene.com.

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