




ANNOUNCEMENT

Icynene.com Features eSSENTIAL ACCESSIBILITY™ for Disabled Customers

(December 1, 2009) Icynene Inc. provides disabled persons access to a turn-key web accessibility solution, eSSENTIAL Accessibility, which makes the Company's public website (www.Icynene.com) fully accessible to individuals with physical disabilities. This solution gives them the tools needed to overcome the barriers to accessing the website from a standard PC.

For persons with physical handicaps, accessibility is a necessity which enables them to achieve independence. Icynene supports the concept of universal accessibility in building design and its spray foam insulation products help architects design buildings without barriers. The Company also supports universal access to technology.

The Icynene.com website is compliant with Section 508 of the Rehabilitation Act. Section 508 is a part of the Rehabilitation Act of 1973 which requires that electronic and information technology developed, procured, maintained, or used by the Federal government be accessible to people with disabilities. While not a requirement in the private sector, Icynene.com is one of the very few non-federal sites fully Section 508 compliant.

Now, the Company has taken its social responsibility to new heights by offering disabled persons a more robust and user friendly experience when they visit Icynene.com. By downloading free software from a partner site (<http://www.essentialaccessibility.com/>), the disabled person will have access to a larger suite of tools to use in order to navigate and access site information. This is accomplished without the individual having to pay thousands of dollars on expensive software. Visitors to Icynene.com simply need to click on the eACCESSIBILITY icon to get started. 

"We're please that we can offer disabled persons online accessibility to information about Icynene products by supplying the tools they need to help them make smart building product choices," says Shawn Rippon, Vice-President Marketing at Icynene Inc.

(more...)



ICYNENE INC.



In addition to its socially responsible initiatives, the Company continues to make strides in its commitment to delivering insulation products with minimal environmental impact. All Icynene® products, including its latest innovation – ICYNENE MD-R-200™ - feature 100% water-blown technology with the lowest Global Warming Potential (GWP) value of 1.† An alternative to the water-blown technology is the use of synthetic blowing agents, which can have high GWP (value of 950). Icynene as a company has chosen not to use synthetic blowing agents.

About Icynene Inc.

Established in 1986, Icynene Inc. manufactures spray 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.

To locate Icynene Licensed Dealers across North America, visit www.Icynene.com.

For more information, contact:

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† All measures of Global Warming Potential (GWP) are given relative to carbon dioxide, the most well-known gas with GWP (with a GWP value of 1).