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## **ICYNENE HELPS AMERICA GO GREEN, EXPANDS U.S. PRESENCE TO INCLUDE NATION'S CAPITOL**

### ***New DC Office Leads Campaign To Mainstream Healthier, Quieter, More Energy Efficient Soft Foam Insulation***

**WASHINGTON** (April 16, 2007) – With Americans more focused on climate change, green building and other environmental issues than ever before, Icynene Inc., the leading open-celled foam insulation manufacturer is helping America go “green” by expanding its U.S. presence. Icynene is proud to announce its new government affairs office in Washington, DC where newly-hired staff will lead a national advocacy campaign to mainstream its green building products.

“For more than 20 years, Icynene has worked with American builders to embrace green building and deliver benefits homeowners want – healthier and more comfortable homes,” said Alan Rankin, president, Icynene Inc. “With the new office in Washington, DC, Icynene stands behind this ideal and rededicates itself with a campaign that will ensure Americans have the best green building insulation product the market offers – one that ensures homes are healthier, quieter and more energy efficient.”

Leading the government affairs team for Icynene are John Loyer and Richard Price. Loyer, a former Pennsylvania building code official, code specialist for the National Association of Home Builders (NAHB), and green building advocate, is program manager and chief government affairs strategist for Icynene. Price, a public affairs/public relations professional and former NAHB communications specialist on green building issues, is Icynene’s new assistant program manager for government affairs. Loyer and Price will educate elected officials, policymakers and building code officials on the environmental, health, and energy-saving benefits of the Icynene Insulation System®.

Rankin added, “John and Richard are excellent additions to the Icynene team and we are pleased to have them onboard. Under their leadership, Icynene will continue to ensure a greener tomorrow, one house at a time.”

Icynene®, which has been installed in homes and buildings since 1986, is an effective spray foam insulation and air sealing system that minimizes air leakage. It is sprayed on as a liquid and expands into every crack and crevice to reduce heating and cooling bills by up to 50 percent

#### **About Icynene Inc. ([www.icynene.com](http://www.icynene.com))**

Icynene Inc. is the leading manufacturer of open-celled foam insulation products that are designed to help create Healthier, Quieter, More Energy Efficient® buildings. These products are distributed through a network of Icynene Licensed Dealers who then install the Icynene products on-site for each custom application.

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