

Serious Materials makes advanced green building products that save energy, save money, improve occupant comfort, and aggressively address climate change.

The 'built environment' is responsible for 52% of greenhouse gas emissions worldwide, including building operations and materials manufacture. We manufacture advanced materials that target the largest opportunities for energy savings and carbon reduction in the \$1.3 trillion U.S. construction market.

The company was voted #1 at Cleantech Forum, Global Gypsum Product of the Year 2008, won the first Aspen Institute award for innovation in Energy Conservation, and was awarded Green Product of the Year 2008 by Popular Science. It has also been recognized by TIME/CNN, Fortune, Business Week, and NY Times as one of the top green technology companies.

Founded in 2002 by Silicon Valley technology veterans, the company has established itself as the sales leader in several key markets. Our competitive advantage comes from developing disruptive green technologies that deliver customer benefits without requiring changes in customer behavior – speeding widespread adoption. SeriousWindows™ and SeriousGlass™ deliver more energy savings than any other window/glass - up to four times the performance of today's Energy Star™ windows - and can reduce heating and cooling costs up to 40%. Our EcoRock™ drywall is five times more environmentally friendly than gypsum and reduces energy needed in production and CO₂ generated by 80%. ThermaRock™ energy-saving drywall is the first drywall that insulates a building, saving energy costs. In the U.S. alone, the windows market size is over \$22 billion, drywall over \$6 billion, and insulation over \$15 billion.

The company has shipped over 1.5 million QuietRock®-brand panels, used in over 40,000 multifamily and commercial construction projects. Serious Materials currently operates five plants and is in process for two additional plants. The company's products are available through over 1,000 dealers in North America.

Green building is a fast-growing mandate, with an estimated 12% of commercial projects achieving LEED certification in 2008 (and 41% of commercial spend), and projecting 25% or more by 2012. These practices are already required by many federal, state and local authorities, and by industry leaders like General Electric, Wal-Mart and Bank of America.

Slashing the 52%

Disruptive new building materials must do one of two things: significantly reduce the energy costs of a building during its lifetime; or use little to no energy in their manufacture. SeriousWindows and SeriousGlass do the former; EcoRock the latter.

Energy-saving products like SeriousWindows provide competitive advantages for a manufacturer due to their immediate economic benefits to the customer. Products that slash energy needed provide a structural competitive advantage that old-line suppliers can't match, especially in an era of continually increasing real energy prices and potential carbon taxation.

SeriousWindows and SeriousGlass address the number one energy culprit in building operations. Our new technology combines the best of proven techniques with new patent-pending processes. 39% of all energy and CO₂ is tied to building operations, of which 38% is used for heating and cooling. Super-insulating, R-5 to R-11 windows – and better – can reduce heating and cooling use up to 40%, resulting in a 5% savings in national energy use. This is equivalent to 100 million people

driving a Prius instead of their older car. Our R-11 full-frame window is four times the Energy Star™ performance of high-end dual-pane low-E commercial windows in use today, with a compelling ROI for the building owner and payback in just a few years. If all buildings were to use our new SeriousGlass technology, CO₂ emissions would be reduced by over 200 million metric tons. This could have the largest and fastest impact on climate change of any technology in any sector. SeriousWindows exceed the proposed Energy Star™ standards for the year 2013, while traditional manufacturers continue to resist change.

The introduction of the company's windows and glass product family was accelerated by the acquisition of Alpen Windows in Boulder, CO in mid-2008, and the former Kensington Windows plant in Vandergrift, PA in early 2009. All of the expansion underway is driving a 10-fold increase in manufacturing capacity for super-insulating SeriousWindows and SeriousGlass product lines. Serious Materials has now supplied windows and glass to 10,000 projects.

The EcoRock green drywall family will be in production in early 2009. These advanced drywall products are made with a new manufacturing process that requires 80% less energy in their production as compared to the production of gypsum drywall. EcoRock is positioned to initially target green-mandated projects and eventually lead to disruptive status in a \$6 billion annual U.S. market. The reengineering of an entirely new process and use of new materials allow us to be on the right side of the energy curve - conservation. As energy costs rise, and traditional gypsum drywall costs along with them, EcoRock will not only generate almost no greenhouse gases to manufacture, it will ultimately be cheaper to produce. The company has developed substantial intellectual property in this space and has applied for several patents.

Replacement of gypsum drywall by EcoRock could save 200 trillion BTUs of natural gas per year in North America reducing greenhouse gas emissions by 20 billion pounds. The potential EcoRock savings will help to meet a large portion of targeted CO₂ roll-backs to earlier decades. These contributions are consistent with the objectives of new legislation, such as California's AB32.

Sustainability Requires Quiet

The number one action individuals can take is to move to urban centers, specifically into urban infill projects. This could reduce a person's carbon footprint by 50% or more. Unfortunately, noise is the top reason people refuse to live in more sustainable urban environments. Quiet®-brand products solve this obstacle. Our first products fulfill society's demand for places that are quiet. QuietRock® soundproof drywall, QuietWood®, SeriousWindows with QuietGlass™, and related products lead the market in providing an easy, reliable, cost-effective, noise reduction solution in both commercial and residential construction. Quiet® products allow builders to offer quality, low-noise living in noisy, previously undesirable areas like urban centers and along highways. Use of Quiet® products directly support sustainable zoning approaches to land use by reducing material use and transportation needs, thereby saving energy and reducing emissions.

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