



FOR IMMEDIATE RELEASE
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BioBased® 1701s Insulation Available for Use in California
*BioBased® Insulation's Closed Cell Product Offers a Sustainable Alternative
to Petroleum-Based Spray Foam Insulations*

Rogers, Arkansas (May 29, 2008) –BioBased® 1701s, the first soy-based, water-blown closed cell insulation product, is now available for residential and commercial use in California.

BioBased® Insulation introduced BioBased® 1701s in late 2006. Before that, closed-cell spray foams were primarily petroleum-based and most used CFC (chlorofluorocarbons) or HCFC (hydrochlorofluorocarbons) as blowing agents.

“Our company is focused on developing insulation products that are more sustainable than traditional products,” said Mike Muccio, chief operating officer of BioBased® Insulation. “We believe that sustainability means more than just adding bio-content to a product. It extends to how we do business and how we increase the sustainability of our products while reducing our carbon footprint.”

BioBased® 1701s incorporates natural, renewable ingredients through the use of Agrol®, a 96% pure polyol made from soybean oil. A typical 2,500 square foot home insulated with BioBased® 1701s will utilize the oil from two acres of soybeans and eliminate the use of more than 700 lbs of petroleum derivatives.

BioBased® 1701s is spray applied as a liquid that expands 30 times its size to fill every crack and crevice. It creates an airtight seal around the structure and minimizes air infiltration. When used with other responsible building practices, homeowners can realize a 30-50% reduction in their monthly heating and cooling bills. It can also reduce harmful outside irritants such as pollen and dust, making the inside a more comfortable and a healthier environment.

Since its launch, BioBased® 1701s has passed the stringent GREENGUARD Certification guidelines for indoor air quality, earning not only GREENGUARD Certification but also GREENGUARD Certification for Children & SchoolsSM.

“Because BioBased® 1701s is bio-based, uses water instead of ozone-depleting chemicals as the blowing agent, and meets GREENGUARD Certification, we believe that we’ve shown it is possible to produce a more sustainable product that still meets, and even exceeds competitive performance standards,” Muccio said.

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BioBased® 1701s also has been named one of the Top 100 Building Products of the year by the readers of *Building Products* magazine. Winners were selected based on reader inquiries for the past year. BioBased® 501w, the company's open cell spray foam insulation, received the same honor in 2004.

BioBased® Insulation products are only available through a global network of certified dealers. For more information about BioBased® 1701s or to find a certified dealer in your area, visit www.biobased.net or call 1-800-803-5189.

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About BioBased® Insulation

BioBased® Insulation is committed to making the world's structures more sustainable by developing and marketing performance-tested, environmentally responsible spray foam insulation products through a global network of certified dealers. Our goal is to reduce dependence on petroleum products by correctly sealing buildings to make them more energy efficient while utilizing the latest technology to incorporate renewable materials into our products and sustainable practices into our business. Headquartered in Northwest Arkansas, BioBased® Insulation holds the exclusive rights for the use of the Agrol® family of soy-based polyols in spray foam insulation applications. This same Agrol® also is found in EnviroCel™ and BioCel™ carpet backing from Universal Textile Technologies, in AstroTurf products and is currently being used by the automobile industry to make head and arm rests for select models of Toyota, Honda, Ford and Chrysler.

About GREENGUARD Indoor Air Quality Certification®

The GREENGUARD Indoor Air Quality Certified mark is a registered certification mark used under license through the GREENGUARD Environmental Institute.



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