



News Release

FOR IMMEDIATE RELEASE

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BioBased® Insulation Earns National Attention

ROGERS, ARK. (June 11, 2008) -- BioBased® Insulation has earned some noteworthy national attention recently. The Arkansas-based company that introduced soy-based spray foam insulation to the market will be featured on a national cable television show this week, and their newest product has been named one of the Top 100 Building Products of the Year.

The company will be featured Thursday, June 11, at 8 p.m. CST on a special edition of DIY Network's Cool Tools show. The show was filmed in February at the International Builders' Show in Orlando, Fla., the industry's largest tradeshow.

Since the show isn't open to the public, Cool Tools: The Builders' Show showcases 30 of the latest building products for viewers. The crew and host Amy Wynn spent about 45 minutes in the BioBased® Insulation booth at the show and filmed a segment with the company's brand manager Jennifer Wilson.

"We used a cup and a blender to make a foam sample on camera. It's an easy way to illustrate how the product expands and fills every crack when you can't take someone to a job site," Wilson said. "You can instantly see it expand and harden. Amy had a lot of fun with it."

To find DIY Network on your local cable system, visit <http://diy.viewerlink.tv/>.

BioBased® Insulation's newest product, BioBased® 1701, also has received national recognition recently. The closed cell, soy-based spray foam insulation was recognized as one of the Top 100 Building Products in the May/June issue of *Building Products* magazine.

The annual list is made up of the top products that readers of *Building Products* magazine and its sister publications, *Builder*, *Remodeling* and *Custom Home*, requested more information about during the previous year. BioBased® 501 made the list in 2004.

"The green building trend now is mainstream, and BioBased® Insulation will continue to gain recognition and acceptance from builders nationwide because it is an eco-friendly spray foam that doesn't emit any harmful agents," said Jean Dimeo, editorial director for *Building Products* magazine. "Plus, because of its incredible expansion, it fills every inch of the wall cavity for an extremely tight seal."

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BioBased® 1701s was introduced in late 2006. Until that time, closed cell spray foam insulations were primarily petroleum-based and most used CFC (chlorofluorocarbons) or HCFC (hydrochlorofluorocarbons) as the blowing agent during installation. BioBased® 1701s uses water as the blowing agent and incorporates natural, renewable ingredients through the use of Agrol®, a 96% pure soy polyol, so it is a sustainable alternative to traditional spray foam insulations.

Since its introduction, BioBased® 1701s also has become the first spray foam insulation to pass the stringent GREENGUARD and GREENGUARD for Children & SchoolsSM certification standards for indoor air quality.

To view the entire Top 100 list, visit www.ebuild.com/toc-articles/704071.hwx.

BioBased® Insulation products are only available through a global network of certified dealers. For more information 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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