



NEWS RELEASE

Media Contacts:

Steve Reiter, Greenblock
800-216-1820 or sreiter@greenblock.com

Greenblock ICF Wall Systems...Meeting the Growing Green Demand ***Residential and commercial construction industries benefit from ICF wall technology***

STUART, Fla. (January 19, 2009) – Greenblock® Worldwide Corporation (www.greenblock.com), a leader and pioneer in the insulated concrete form (ICF) industry, has been promoting the use of their high-performance ICF wall systems as an energy saving alternative to concrete block and wood frame construction, for the last forty years.

Insulated concrete forms are a 'stay in place' insulated wall forming system made of three primary components; expanded polystyrene foam, rigid plastic ties and steel-reinforced poured concrete. The use of ICF's began more than a half century ago in Europe and is continuing to gain popularity throughout the construction industry – especially now because of its Green attributes.

Greenblock is a proud participant in the 2009 International Builders Show being held January 20-23 at the Las Vegas Convention Center. The Greenblock booth, # 2632, is located in the Portland Cement Associations "Concrete Pavilion", located in the North Hall. Greenblock will also be sponsoring and supporting the Insulated Concrete Form Association (ICFA), Booth #N2436, of which Greenblock is a founding member.

"We're looking forward to participating in the 2009 International Builders Show", says Jeff Alexander Greenblock CEO. "We all know it's been a rough year for builders and we understand that attendance will be down from previous years. However, we believe strongly that our products and our industry can play a major role in providing forward-looking builders an opportunity to grow their businesses by providing their customers with high-performance, sustainable home and building alternatives", continues Alexander.

Greenblock's commitment to energy saving, sustainable building practices encompasses both residential and commercial structures. As members of the USGBC and NAHB, Greenblock is dedicated to providing green building solutions to builders and developers who desire to do their part to conserve our resources and minimize the environmental impact of their projects. According to a recent McGraw Hill Construction research report, "today's corporate leaders are already very conscious of using green practices when considering new facilities, and they expect green building to have an increasing impact on the future."

The bulk of a structure's environmental footprint is caused by the energy consumed in the heating and cooling of the structure over its lifetime. The high performance thermal envelope provided by Greenblock ICF construction can offer significant contribution towards reducing the energy consumption needed to control the interior climate of the building. Additionally, the lack of air infiltration and the resistance to moisture through the exterior walls eliminates the growth of mold and pests penetration thus creating a healthy indoor environment for occupants and residents.

Builders seeking a green certification benefit from involving Greenblock ICFs with their project. Greenblock insulated concrete forms are:

Energy Efficient

The expandable polystyrene foam in a Greenblock wall provides a consistent R-24 Thermal Resistance over the life of the product. Coupled with the thermal mass characteristics of concrete, as well as the lack of air infiltration in an ICF wall, the Greenblock system provides a wall comparable to that of an R-50 wood-framed or CMU wall. ICF structures are up to 70% cheaper to heat and 50% cheaper to cool than traditional wood frame or concrete block construction.

Sound Resistant

Structures using Greenblock achieve documented levels of STC (Sound Transmission Classifications) 50 (inaudible) or higher. Wood frame and CMU structures are typically rated an average STC 25, meaning people inside of the structure can hear and understand voices outside the structure. Outside noise such as traffic, airplanes, construction and even lawnmowers and leaf blowers are greatly reduced, making the structure a quiet, peaceful sanctuary.

Strong and Safe

Greenblock structures are much stronger than traditional building methods and materials. They provide exceptional protection from severe forces of nature, such as hurricanes and tornados. Greenblock foundation walls resist cracking and buckling up to five times better than concrete block walls. Greenblock walls are built with steel-reinforced concrete and fire-resisting expanded polystyrene foam. ICF structures also improve air

quality by eliminating the holes and crevices that can trap moisture and foster mold and mildew growth.

Environmentally Friendly The decision to construct with Greenblock ICFs is an environmentally responsible choice. Buildings constructed with ICFs significantly reduce the negative impact on the environment through sustainable site-planning, energy-efficiency, lower HVAC requirements and improved indoor air quality. (Builders can earn up to 20 LEED points). Greenblock ICFs are non-toxic; using no CFCs, HCFCs or formaldehydes, the absence of “off-gassing” eliminates the possibility of air pollution or ozone depletion.

About Greenblock, Inc.

Greenblock's (www.greenblock.com) roots originated in Europe over 40 years ago and moved to the United States in the late 1980's. With several integral modifications from the time of its inception, today's Greenblock continues to be the superior choice for high efficiency wall systems, noted for outstanding design and ease of use. Over the years, a significant number of structures have been built with Greenblock. Projects that range from stem walls, basements, single and multi-story residences, apartments, condominiums, towers and even swimming pools. Government agencies and utility companies are now recognizing the superior features of insulated form-built structures and are beginning to recommend its use for environmental and energy conservation benefits.