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Icynene Joins Environments For Living[®] Program to Help Builders Deliver High Performance Homes

Toronto, ON (October 20, 2004) – Icynene Inc. announced that the company has become a sponsor of Environments For Living[®], the Masco Services Group Corp. building science program. Icynene's product, The Icynene Insulation System[®], helps builders meet the program requirements and performance criteria to deliver energy efficiency and comfort to their homeowners.

The Environments For Living program includes construction requirements based on the principles of a discipline called building science, which considers how the various components of a home interact – including the building envelope, insulation and mechanical systems. The program results in homes that are healthier and safer and more energy efficient, comfortable and durable than homes not built to the requirements. Environments For Living program requirements include seven key areas, including tight construction, fresh air ventilation, improved thermal systems, right-sized HVAC equipment, pressure balancing, interior moisture management and combustion safety.

“Builders today must address growing concerns of rising energy prices and the increasing incidences of moisture-related problems. This is why Icynene offers high-performance insulation products that add value to builders’ homes and offer homeowners premium benefits,” explains Shawn Rippon, Vice-President of Marketing at Icynene Inc.

Winner of the *2004 American Building Product Award*, Icynene[®] is a proven insulation and air barrier system that is a key ingredient for tight construction and advanced moisture management. Combined with proper mechanical ventilation, Icynene delivers improved indoor air quality by locking out dust, allergens and other outdoor pollutants and by minimizing the flow of airborne moisture. Its air-sealing properties allow for rightsizing of the mechanical system so that homeowners can integrate smaller, less expensive HVAC equipment and save substantially on monthly utility bills.

According to Rick Davenport, director of building science for Masco Services Group Corp, Icynene is an ideal partner for the Environments For Living program due to its quality reputation in the building community. “We are delighted to work with Icynene and assist in promoting the company and its products to builders who are using the program to enhance the performance of the homes they build,” said Davenport.

(MORE)

About Icynene Inc.

Icynene Inc. is the leading manufacturer of soft foam insulation products that are designed to create energy efficient, healthy, comfortable homes across the United States, Canada, Mexico, Japan, and Korea. These products are distributed through a network of Icynene Licensed Dealers who then install the Icynene products on-site for each custom application. For more information about Icynene, visit www.icynene.com.

About Masco Services Group Corp.

The Environments For Living[®] Program is an initiative sponsored by Masco Services Group Corp. (MSG), a subsidiary of Masco Corporation (NYSE: MAS). MSG is the largest insulation, fireplace and guttering subcontractor in the world. With more than 325 locations in the United States and Canada, the company combines hundreds of top-grade building products with installation services provided by 14,000 trained and insured professionals. For additional program information, visit www.eflbuilder.com or www.eflhome.com.

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