



## PRESS RELEASE

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FOR IMMEDIATE RELEASE

### **WARMBOARD RADIANT SUBFLOOR SELECTED AS ONE OF THE TOP 10 GREEN BUILDING PRODUCTS OF 2007 BY SUSTAINABLE INDUSTRIES**

(APTOS, CA) August 3, 2007 – Warmboard is elated to be selected and profiled as one of the Top 10 Green Building Products of 2007 in an annual print and online publication produced by the editors of Sustainable Industries.

The top 10 products were judged by a panel of green building experts and evaluated according to their environmental performance, scalability/market impact, innovativeness, design aesthetic, value and compatibility with the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) rating system.

"We are honored to receive this award. The physical properties of Warmboard panels require lower water temperatures. This increased efficiency benefits the environment by conserving natural resources." states Tony Gasparich, President and COO of Warmboard.

"Over the past few years, green building has gone from cutting-edge to mainstream. Building-material manufacturers and retailers are rapidly joining the movement toward offering so-called 'green' options to their clients. But not all products are as environmentally innovative as builders and their well-intentioned clients demand. The Top 10 Green Building Products guide shines a spotlight on some of the most innovative building materials on the market today." says Brian Back, Founding Editor & Publisher of Sustainable Industries.

The 2007 winners are diverse, representing innovative advances in products ranging from interior finishes to outdoor energy sources. The Top 10 Green Building Products guide was mailed to all subscribers of the award-winning monthly business magazine Sustainable Industries and is available online at [www.sijournal.com/resources](http://www.sijournal.com/resources).

About Warmboard Radiant Subfloor:

Warmboard is a patented technology invented by Terry Alsberg in the early 90s, and has redefined radiant flooring with its design simplicity. This product begins with a seven-layer plywood subfloor, routed with modular channels and overlaid with thick, highly conductive stamped aluminum. This creates the only structural subfloor and radiant panel in one.

Warmboard is a “simply smarter” radiant heat product, with faster response, even floor temperatures, higher output from lower water temperatures, and compatibility with numerous floor coverings. The product is currently marketed to architects, contractors and homeowners, as well as immersing itself in the expansively growing, green building trend.

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