



## PRESS RELEASE

*For Immediate Release*

### WARMBOARD, CARLISLE AND BUILD IT GREEN HOSTED GREEN BUILDING SEMINAR IN PALO ALTO

(APTOS, CA) August, 2008 – Warmboard Radiant Subfloor partnered with Carlisle Wide Plank Floors and Build It Green for a free informational green building seminar held at Scott's Seafood in Palo Alto, CA on August 6<sup>th</sup> from 6-9pm.

The panel of speakers included: Terry Alsberg - inventor and CEO of Warmboard, Amy Dryden – GreenPoint Rater and LEEP AP from Build It Green, Dan O'Neill – regional manager for Carlisle's West Hollywood design center, and Paul Izenstark – educator for the American Solar Energy Society and Technical Director at Warmboard.

The objective of the event was to bring green building advocates, technologies and materials together to share information with local architects, builders, and designers in an interactive, educational forum.

Each speaker gave a short presentation on various aspects of green building including high efficiency and high performance radiant heating, solar energy, FSC Certified Antique Wood floor coverings, and the GreenPoint Rated program and Build It Green guidelines. The seminar wrapped up with a collaborative question and answer session.

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#### **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. 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. Warmboard is available throughout North America, and has shipped its product into Canada, Europe, the United Kingdom, Japan and Antarctica. For more information about Warmboard please visit [www.warmboard.com](http://www.warmboard.com).

#### **About Carlisle Wide Plank Floors:**

Carlisle Wide Plank Floors of Stoddard, New Hampshire, has sold its handmade traditional flooring directly to its customers since Dale Carlisle founded the company in the early 1960s. Today, it is a second generation family operation that takes pride in its reputation of putting customers first. Over the past five years, Carlisle has expanded from its New England base to include design centers in Denver, Atlanta and West Hollywood. Additional design centers will open in Chicago and Washington D.C. later this year. For more information about Carlisle please visit [www.wideplankflooring.com](http://www.wideplankflooring.com).

#### **About Build It Green:**

Build It Green is a non-profit membership organization whose mission is to promote healthy, energy- and resource-efficient building practices in California. Build It Green works with mainstream stakeholders in the housing industry to accelerate the adoption of green building practices, and their short-term goal is to facilitate the greening of 10,000 housing units by the end of 2008. For more information about Build It Green please visit [www.builditgreen.org](http://www.builditgreen.org).

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