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FOR IMMEDIATE RELEASE

## **WARMBOARD TO EXHIBIT AT INTERNATIONAL BUILDERS' SHOW, IBS**

(APTOS, CA) December 22, 2009 – Warmboard Radiant Subfloor, one of the fastest growing radiant heating systems, will be exhibiting at the International Builders' Show [IBS], held January 19 through 22, in Las Vegas, NV. IBS is the largest annual building industry tradeshow in the country and covers the entire Las Vegas Convention Center. Warmboard can be found in [Booth N1955](#).

IBS provides a unique opportunity for show attendees to see and experience Warmboard directly from its inventor and company founder, Terry Alsberg, who will be on hand to walk booth visitors through Warmboard's award winning design and technology. Attendees will learn why Warmboard's simplicity of design has made it the leading choice in whole-home floor heating solutions and how it lowers the cost of heating a home while providing increased comfort.

Tony Gasparich, President and COO of Warmboard Inc. says, "Exhibiting at IBS is really great for us - it allows many of our current and future customers to see and experience exactly what makes Warmboard the superior radiant heating choice." Gasparich continues with, "Because the construction industry is becoming increasingly green, builders are looking to provide their customers with more efficient heating systems and that makes Warmboard a perfect choice in today's economy and building environment."

Known for its superior thermodynamic properties, and the efficiency and comfort that they provide, Warmboard is recognized as the key component of an efficient and highly responsive radiant system, Warmboard continues to gain market share. In a world that is progressively shifting to use alternate energy resources, Warmboard's ability to be used in multiple applications from standard water heaters to solar to geothermal systems, will continue to keep it on the cutting edge of green, energy efficient technology.

### **About Warmboard Radiant Subfloor:**

Warmboard was invented in 1992 by architect and entrepreneur Terry Alsberg 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. Warmboard is now one of the fastest growing and most popular radiant heating systems - it has become the top radiant flooring choice among discerning homeowners, architects and contractors. Warmboard is available throughout North America, and has shipped its product to Europe, the United Kingdom, Japan and Antarctica. For more information, visit [www.warmboard.com](http://www.warmboard.com).

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