



For immediate release

Icynene opens first European offices

Mississauga, ON. 16 January 2013. Leading spray foam manufacturer, Icynene Inc, is positioned for sustained long-term growth across Europe as it formally opens its first European offices, Icynene Europe S.P.R.L., in the Belgian capital, Brussels.

Located in the heart of the Brussels campus of L'Université catholique de Louvain (UCL), the new office opened on January 7th following negotiations with the Brussels Science Incubator (BSI).

"Icynene is excited to formally establish roots in Belgium which will help increase our presence and operational support in our existing European markets. Opening these offices reinforces our commitment to Europe and will help strengthen our regional brand awareness," said Bertrand Lauret, Managing Director of Abington Gate Europe, Icynene contact for Europe, Africa and the Middle East.

"Europe offers Icynene an excellent opportunity for continued growth and development. Over the past 18 months, Icynene has experienced a significant growth in Europe which we expect to continue at the same pace as we look to new markets in the region. Thermal regulations have become more stringent and are now focused on air tightness and healthy insulation products. Icynene nicely fits this new environment and brings alternative solutions to traditional insulation." said Mr. Lauret.

The offices will initially accommodate two staff with an expectation of expansion during the year. Icynene's new European offices are located at Clos Chapelle aux Champs, 30 bte 3030, 1200 Bruxelles, Belgium.

ENDS

About Icynene Inc.

Established in 1986, Icynene helps to build energy efficient residential and commercial structures in over 31 countries worldwide. Our portfolio of industry leading light density open cell and medium density closed cell SPF solutions are both insulation and air barrier materials for improved indoor air quality and reduced energy costs making Icynene the smart choice for builders, architects, building owners, and homeowners.

For more information, contact:

Icynene Marketing Communications

media@icynene.com 1-800-758-7325, x215

www.icynene.be, www.icynene.eu, www.icynene.co.uk, www.icynene.com