

Media Contact:

Elizabeth Sherman
GolinHarris for UL
Phone: +1.508.444.6453
E-mail: esherman@golinharris.com

Valerie Jenkins
Serious Materials, Inc.
Phone: +1.408.636.6329
E-mail: vjenkins@seriousmaterials.com

FOR IMMEDIATE RELEASE

**UL ENVIRONMENT ANNOUNCES VALIDATION OF
FIRST “GREEN” PRODUCT CLAIMS**

Environmental Claims Validation launches with Serious Materials’ EcoRock new drywall product

NORTHBROOK, Ill., June 1, 2009 – UL Environment Inc. today announced it has validated environmental claims for Serious Materials’ new drywall product, EcoRock™. This represents the first validation of claims by UL Environment, and the first product in the 115-year history of Underwriters Laboratories (UL) to receive an Environmental Claims Validation. UL Environment is a wholly-owned subsidiary of UL, a world leader in product safety testing services.

UL Environment validated Serious Materials’ environmental claims for EcoRock by performing audits, assessments and laboratory tests. The UL Environment process validated the following environmental claims for EcoRock: 80% recycled content, low VOC emissions (meets CA 01350), no mercury detected, and highly resistant to mold.

“As sustainable products become more available, third-party validation of claims by credible organizations like UL Environment will be crucial to eliminating exaggerated green marketing claims,” said Steve Wenc, President, UL Environment Inc. “UL Environment applies solid science and more than a century of testing expertise to protect consumers from vague, false or misleading environmental claims.”

Serious Materials, the leader in energy-saving building materials, completely reengineered the manufacturing and ingredients of drywall with the introduction of EcoRock, the only true green alternative to gypsum drywall and five times more environmentally friendly. EcoRock is used like standard gypsum drywall, but requires 80% less energy in its core production. Its manufacturing process eliminates heaters, dryers, calcining, and the burning of fossil fuels. Using EcoRock instead of gypsum drywall would eliminate up to 20 billion pounds of CO2 emissions per year in North America.

“Specifying UL rated and certified products has long been the industry standard requirement for our customers,” said Kevin Surace, CEO Serious Materials. “Green building mandates continue to be required by government policy and industry leading brands who understand the critical environmental and economic impact of the built environment. The launch of UL Environment Claims Validation is yet another indicator that energy-saving building products and green practices are increasingly becoming the norm, and not the alternative. EcoRock’s UL Environment Claims Validation is just as important to us as it is to our customers.”

UL Environment applies a rigorous, independent testing process to the testing of environmental claims and allows manufacturers that successfully pass the tests to apply the UL Environment service logo on product packaging and marketing materials. This not only protects consumers, institutions and businesses, it also reinforces the credibility of companies that produce products with substantiated environmental claims. Validation also helps companies differentiate themselves in the increasingly crowded “green” product space.

About UL Environment, Inc.

UL Environment (ULE) is helping support the growth and development of sustainable products and services in the global marketplace through standards development and independent third-party assessment and certification. ULE is a wholly owned subsidiary of Underwriters Laboratories, a global leader in conformity assessment that has been testing products and writing standards for more than a century. ULE currently offers Environmental Claims Validation™ (ECV), a service testing and validating manufacturers’ self-declared environmental claims and Sustainable Products Certification™ (SPC), a service testing and certifying products to accepted industry standards for environmental sustainability. ULE is developing additional environmental standards, training and advisory services to support organizations in the sustainable products and services industry. For more information please visit www.ulenvironment.com.

About Serious Materials

Serious Materials develops and manufactures sustainable green building materials that save energy, save money, improve comfort and aggressively address climate change. Full frame R-value SeriousWindows™ and SeriousGlass™ commercial glass reduce heating and cooling energy costs by up to 50%. QuietRock® soundproof drywall and QuietGlass® reduce material use, enhance livability, and support dense urban construction. EcoRock™, the only true green alternative to gypsum drywall and five times more environmentally friendly, uses 80% less energy in its core production and has the potential to save billions of pounds of CO2 annually. SeriousWindows, SeriousGlass and super-insulating ThermaRock™ drywall support energy efficiency funding programs as outlined under The American Recovery & Reinvestment Act (ARRA) including Weatherization (WAP), Green Federal Buildings, State Energy Program (SEP), Energy Efficiency Block Grants, Energy Tax Credit for Consumers, and Tax Deductions for Commercial Buildings. The company was commended by both President Obama and Vice President Biden for its advanced energy-saving materials and the work it is doing to create thousands of American green jobs. For more information, visit www.SeriousMaterials.com.

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