

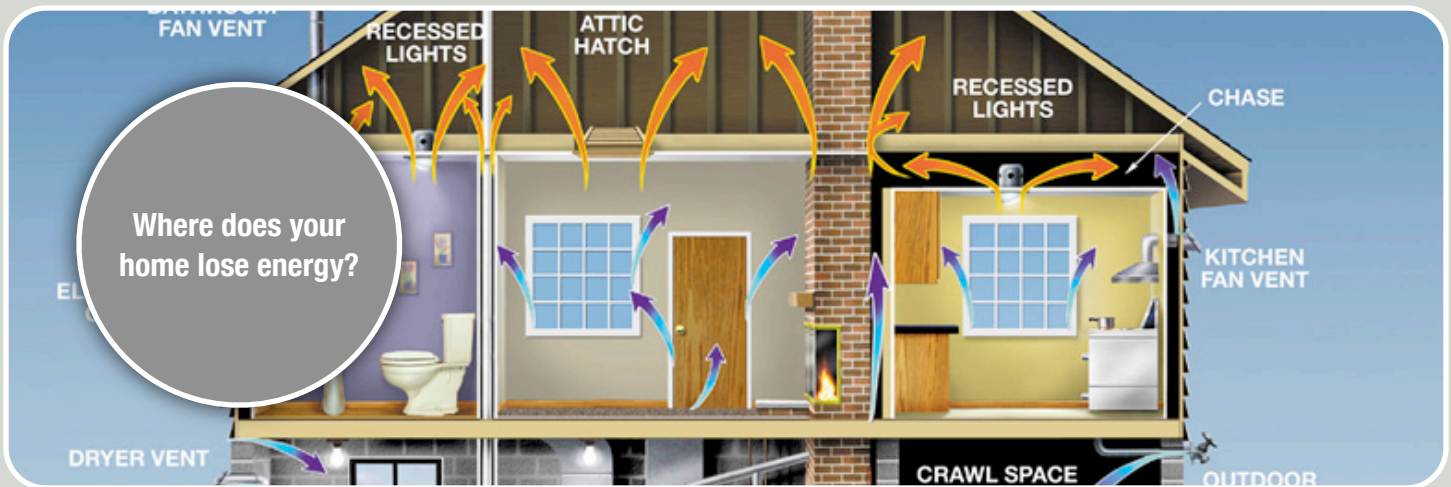
December 2008

INSULATION

Insulation Fact:

Almost all of the homes built before 1980 are insulated poorly or have no insulation at all.

A Special Consumer Flyer About Retrofit Wall Foam Insulation



PUT YOUR HOME'S INSULATION ON STEROIDS

Homesulate LLC, a proprietary, non-formaldehyde based retrofit wall foam for insulating existing homes gives a homes 45% more R-value, peace of mind, with an additional boost to your pocket book.

Homesulate has the highest R value of any retrofit insulation available today at 5.1 Rs per inch, a full 45% greater than blown in fiberglass and 30% above the best blown in cellulose! Homesulate is also an excellent sound proofing material. It can easily be installed in the interior walls of your home to reduce airborne sound transmission. Homesulate has an STC rating of 53 making it extremely efficient in controlling annoying loud music, conversations and outside road noise.

Homesulate foam insulation was developed with the homeowner, environment and natural resources in mind. It is non-toxic, environmentally safe, and does not contain any form of asbestos or formaldehyde. It is also free of any glass fiber and Chlorofluoro carbons which can damage the earth's ozone layer. The billions

of tiny cells in Homesulate that block out the heat and cold from your home are composed of filtered compressed air, the very same air you breath. No chemical gas is used to expand Homesulate.

Homesulate will provide an R value of 17.8 in 3 1/2" wall, an R of 19.1 in a 3 3/4" wall and an R of 20.4 in a full 4" wall. If your home is constructed with 5 1/2" exterior walls, installing Homesulate will provide an R value of 28!

Almost any home can be insulated with Homesulate foam insulation. The installation process can be performed from either the inside of the home or from the exterior depending on the customer's requirements. Homes sided with shingle, clapboard, brick, stucco, and even stone can be insulated quickly and efficiently.

Call 866.994.FOAM for more information.



Homesulate Wall Foam Insulation Is highly rated as a Class A fire retardant and reduces outside noise up to 80%. Also may reduce your utility bills up to 50%.

More Consumer Information About Homesulate Retrofit Wall Foam Insulation.

Why Insulate?

Insulation works by providing a continuous boundary of the “building envelope,” between conditioned indoor spaces and unconditioned outdoor spaces. Low levels of insulation, plus gaps and voids in the insulation materials can provide pathways for heat and air to easily flow into or out of a home. Approximately 40 percent of feeling physically comfortable is due to radiant heat exchange between our bodies and the surrounding interior surfaces. Increasing insulation reduces this radiant heat exchange, maintaining a more consistent level of comfort throughout a house.

Lower Utility Bills

The U.S. Department of Energy's Office of Building Technology's number one recommendation to help consumers reduce energy bills is by adding insulation. Most homes in the United States are not well insulated. Older homes are particularly vulnerable, leading to high heating and air-conditioning bills. Having an energy efficient home starts with proper levels of insulation. When homes are adequately

insulated, it takes less energy to heat and cool them than if they were poorly insulated. Insulation in your walls and attic keep the living space conditioned and allow your Heating and/ or Air Conditioning source to run more efficiently, thus reducing your energy consumption.

Comfort

Is your home cold in the winter and hot in the summer? Is the temperature upstairs between 8 to 12 degrees different from the temperature downstairs? Insulating your home will help keep your living space or “Comfort Zone” consistent throughout your home. This makes for a more comfortable living space throughout your home.

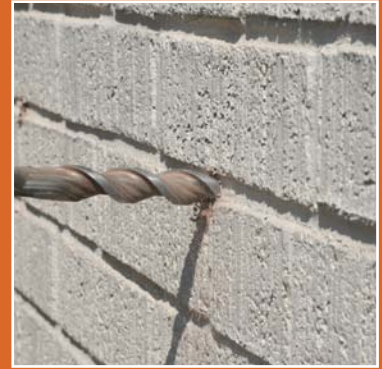
Increased Resale Value

Installing proper insulation levels can also make your home more attractive to potential buyers. 86% of Americans would choose one home over another based on its energy efficiency. (Energy Pulse Survey, 2006)



Pre-Drilled
Holes Are Easily
Patched.

PROCESS PICS



Some Common Images

The top image shows the small, discreet injection holes that are easily patched after injection. The middle image show the injection tube moving the wall foam through to the empty cavity to be filled. The last photo shows the wall foam right after a burn test showing excellent fire retardant properties.

QUESTION AND ANSWER

Steve Egloff, Homesulate, LLC's COO answers some frequently asks questions about wall foam

What is Homesulate™?

Homesulate™ foam insulation is a hybrid belonging to one of the oldest groups of synthetically produced thermosetting plastics. Today, the same base materials in Homesulate are well known for their durability, structural integrity, and extraordinary fire resistance. They are used in electronics, automobiles, machine parts, fire-proof coatings, adhesives, tools, and thousands of other commercial and household items. When made into a foam insulation, they are one of the safest and most efficient thermal and acoustical insulation products available.

Is Homesulate™ Foam a Urea-Formaldehyde Product?

No. Homesulate™ is a unique non urea-formaldehyde based product, and a patented, proprietary product.

Does Homesulate™ foam emit any toxic gasses during installation or when subjected to high temperatures?

No. When tested in accordance with the Federal Hazardous Substances Act, Homesulate™'s by-products of combustion are significantly less toxic than those produced by the burning of white pine... a common wood used extensively in residential home construction. When tested for hazardous materials as listed in the EPA's Emergency Planning Community Right to Know Act under sections 311 & 312, test results show no toxic materials were detected, and combined

aldehyde were again undetected at a level of 0.0007%.

Is Homesulate™ foam fire resistant?

Yes. Most architects and engineers agree that it requires more than one specific type of test to determine the fire characteristics of an insulation product. The ASTM E-84 tunnel test, although an excellent method for testing surface burning characteristics of a product, does not necessarily give an overall picture of how that product will act under different fire conditions. Homesulate™ foam has been subjected to all applicable fire tests in redundancy in order to obtain the most accurate profile possible, and has performed in every case with astounding results.

Can Homesulate™ improve the fire ratings of a wall system?

Yes! For over 34 years, Homesulate™'s proprietary foam insulation has engaged some of the most reputable independent laboratories in the country to test our product. Using the ASTM E-119 procedure, fire tests were performed on many different standard and custom wall designs. Two identical walls were constructed - one empty, the other filled with Homesulate™'s foam. In every test, the Homesulate filled wall showed an increase of fire ratings from 50 to 150 percent! Homesulate



Save up to 50% on your utility bills.

does not melt or vaporize like other foam insulation materials when subjected to the ASTM E-119 testing. Because of it's unparalleled fire resistance, Homesulate has been approved by many state and local building and fire departments as the only foam-in-place insulation product to be used to increase fire ratings on existing non-compliant wall systems.

Is Homesulate™ corrosive?

No. Unlike urea formaldehyde type foams that rely on strong mineral acids for setting and final curing, Homesulate is polymerized by using synthetic cross linking compounds, producing a self neutralizing, non-corrosive foam product.

Can Homesulate™ be used to insulate and reduce sound transmission in steel or wood stud drywall construction?

Yes. Homesulate™ is installed in over 15 million square feet of wood and steel stud drywall annually, providing customers with the safest, highest quality thermal and acoustical foam insulation available.

Attract Potential Buyers

Installing proper insulation levels can also make your home more attractive to potential buyers. 86% of Americans would choose one home over another based on its energy efficiency. (Energy Pulse Survey, 2006)

Just the Facts about Homesulate

- Save up to 50% on your utility bills
- Reduce outside noise up to 80%
- Year Round Comfort
- Class A Fire Retardant

Act Now. Get Paid.

For a limited time, Homesulate will send you a \$100 gift card when you refer a client that chooses Homesulate to re-insulate.

HOMESULATE.COM

866.994.FOAM