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**BioBased Insulation Introduces Latest  
Innovation in Spray Foam Insulation**

*Company Unveils New Water Blown Soy-based Closed-Cell Product*

Rogers, Ark. (August 23, 2006) – BioBased Insulation, the environmental leader of polyurethane spray foam, is revolutionizing the industry with the unveiling of its' new 1701, 1.7 lbft<sup>3</sup>, product. BioBased 1701 is the first water-blown closed cell spray foam to be introduced since spray polyurethane technology first emerged in the mid 70's.

BioBased Insulation's launch of 1701 is the solution to application problems that have burdened closed cell operators for many years. Before 1701, closed-cell spray foams were primarily petroleum-based and most relied on CFC (chlorofluorocarbons) or HCFC (hydrochlorofluorocarbons) blowing agents. These agents are known for being highly volatile and require specific guidelines that applicators must adhere to during storage and transportation.

“Anyone in the insulation industry knows the application hassles closed cell applicators have to deal with today,” said Mike Muccio, chief operating officer for BioBased Insulation. “Our research and development department has devoted extensive resources to ensure that BioBased 1701 is much easier to work with and performs at the highest level.”

BioBased also addresses the environmental concerns associated with the previous closed cell petroleum products. Because BioBased 1701 uses water as its blowing agent the installment process and finished product is completely earth friendly.

“We are living in a time when everyone from homeowners to company executives have begun to place real emphasis on being environmentally responsible, and our company is dedicated to bringing energy efficient, environmental answers to them,” Muccio stated. “Gone are the days when we have to accept that petroleum based products are our only option. There are environmental solutions, such as the use of soy, and BioBased is dedicated to bringing those solutions to market.”

Muccio added, “In a typical 2,500 sq ft home insulated with our new BioBased 1701 we will utilize two acres of soybeans and eliminate the use of over 700 lbs of petroleum derivatives, while helping to reduce the homeowners’ energy consumption 30-50% each year for the entire life of the home.”

The closed cell 1701 also shares the same attributes of BioBased’s current award winning open cell 501, .5 lbft<sup>3</sup>, product. Now both the 1701 and 501 will provide residential and commercial consumers with unprecedented levels of health and comfort as well as durability as this innovative insulation adheres to nearly any surface and will not shrink, settle or disintegrate. It also offers the most cost-effective insulation solution as it reduces the transfer of air and water vapor through exterior wall cavities.

BioBased Insulation is the industry leader of soy-based spray foam insulation servicing the residential and commercial construction industry through a global network of more than 100 Certified Dealers. The company is dedicated to creating sustainable environments with branded insulation systems of superior performance, quality, and value. BioBased insulation is made from the annually renewable resource of soybeans benefiting the 600,000 soybean farmers across the United States. The insulation is installed in liquid form and expands filling all cavities, crevices and gaps to create a sealed thermal envelope. Founded in 2003, BioBased Insulation is headquartered in Rogers, AR. For more information about BioBased can be found by visiting [www.biobased.net](http://www.biobased.net) or calling 1-800-803-5189.