



Serious Materials a Two-Time Winner of AlwaysOn GoingGreen 100

SUNNYVALE, CA — September 4, 2008 — [Serious Materials](#) announced today that it has been named to the AlwaysOn GoingGreen 100 list for the second year in a row. The company was voted #1 at Cleantech Venture Forum XII, Global Gypsum Product of the Year 2008, and won the first [Aspen Institute award for innovation in Energy Conservation](#). It has also been recognized by TIME/CNN, Fortune, Business Week, GreenTech Media and Red Herring as one of the most promising green technology companies.

“The ‘built environment’ is responsible for 52% of greenhouse gas emissions worldwide”, said Kevin Surace, CEO of Serious Materials. “Our advanced building materials – like [ThermaProof windows](#), [EcoRock green drywall](#) and [QuietRock soundproof drywall](#) – save energy and money, reduce carbon emissions and improve comfort.”

Serious Materials and the GoingGreen Top 100 Companies will be honored at GoingGreen 2008 on September 15-17, 2008 at Cavallo Point in Sausalito, CA. Kevin Surace, CEO, will be featured at the ‘CEO Showcase’, and also participate on a panel on ‘The Integrated Building’.

About Serious Materials

Serious Materials develops and manufactures sustainable green building materials that reduce energy costs and dramatically reduce greenhouse gases. The company was voted #1 at Cleantech Venture Forum XII, Global Gypsum Product of the Year 2008, and won the first Aspen Institute award for innovation in Energy Conservation. It has also been recognized by TIME/CNN, Fortune, Business Week, AlwaysOn and Red Herring as one of the most promising green technology companies. ThermaProof™ windows and Alpenglass reduce heating and cooling energy costs by up to 40%. QuietRock® soundproof drywall and QuietHome Windows® reduce material use, enhance livability, and support dense sustainable urban construction. And EcoRock™, the first true green alternative to standard drywall, uses 85% less energy in its core production, potentially saving billions of pounds of CO2 annually. The company is driving to create thousands of cleantech jobs here in the U.S.

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