

Serious Materials Acquires Alpen Windows

Leading cleantech company integrates 27 years of green window leadership

SUNNYVALE, CA — June 24, 2008 — Serious Materials announced today that it has acquired Alpen Windows. Alpen was named a 2007 Top 10 Green Building Product by Building Green, and is recognized as the leader in high-performance, energy-efficient windows and glass. Alpen products are installed in the San Jose Convention Center, Boulder Municipal Library, McDonald's PlayPlaces, and thousands of other commercial and residential projects.

“Adding Alpen to our family of companies lets us offer highly energy-efficient windows and glass immediately”, said Kevin Surace, CEO, Serious Materials. “These windows reduce energy use and costs well beyond today’s best Energy Star-labeled products, and improve personal comfort and productivity. Using our windows can reduce greenhouse gas emissions and have a meaningful impact on climate change. And, Alpen’s plant in Colorado expands availability for Serious’ customers.”

“The combination of Serious Materials and Alpen will greatly strengthen the advanced glazing industry and contribute to a cooler, safer world,” said Amory Lovins, co-founder and chief scientist of the Rocky Mountain Institute. “We use their super-windows ourselves and know first-hand how they save energy, reduce carbon emissions, and increase comfort.”

Additionally, Alpen windows and Alpenglass are distinguished by:

- reduced energy costs through unique glass packages that deliver center-of-glass values up to R-20;
- ‘directional tuning’, to optimize performance in different climates and orientations;
- more comfortable interior spaces because inside glass surfaces don’t feel as hot or cold as other windows;
- architectural freedom to use more glass, allowing more natural light and outdoor sight lines for occupants;
- proven performance, over 27 years and over 4 million square feet installed.

Alpen products contribute to LEED points in multiple categories and to code compliance. For example, with California’s Title 24 Energy Efficiency Standards, Alpen’s high energy efficiency allows for more glazing area in a structure compared to conventional dual-pane windows.

“Serious Materials and Alpen together will finally make high-performance windows mainstream”, said Robert Clarke, founder, Alpen. “Our visions match, and we’re looking forward to rapid growth in the US and abroad.”

Serious Materials currently makes QuietHome® Windows®, with superior noise-reduction performance, and is bringing to market ThermaProof™ super-energy-efficient windows, that will extend high R-values across the full frame.

For more information on high-performance windows, please see www.SeriousMaterials.com/Windows.

About Serious Materials

Serious Materials develops and manufactures sustainable green building materials that dramatically reduce the CO2 impact of the 'built environment'. 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™, a green alternative to standard drywall, uses virtually zero 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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