

**FOR IMMEDIATE RELEASE**

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(408) 541-8055 / [sweiss@QuietSolution.com](mailto:sweiss@QuietSolution.com)**Pinn Brothers Delivers the Luxury of Quiet with Hundreds of  
New QuietHome® Sound-Engineered Residences**

Sunnyvale, CA, November 13, 2007 – Quiet Solution and Pinn Brothers Fine Homes announced today that Pinn's new Tralee Village and Silvera Ranch developments in Dublin, California, were designed and built as QuietHome® sound-engineered residences. These 331 new units make extensive use of QuietRock® acoustic drywall, QuietWood® subflooring and high-STC QuietHome® Windows to enhance each unit's luxury feel and residents' quality of life.

"Our QuietHomes are a standout offering in an otherwise slow market", said Dale Garren, Vice President of Pinn Brothers Fine Home's East Bay Division. "The concept is simple and makes sense to buyers – and they value Quiet. We even display signage and literature in our sales offices that highlight how we build-in Quiet. This reflects well on Pinn and has been moving our properties faster."

"It's not often that you get excited about building products, but using QuietRock, QuietWood and QuietHome Windows allowed us to build superior homes, simply, reliably and economically" said Garren. "These products help us consistently reduce the noise between units beyond what building code requires, and outperformed older approaches like resilient channels. And installation of the products was easy."

Pinn's partner, Quiet Solution (a division of Serious Materials), pioneered the acoustic drywall category in 2002, and has held the #1 leadership position every year since, with over 90% of product sales. The company makes over 25 Quiet®-brand products and has 23 filed patents.

"Quality urban living is for families now, not just for newlyweds or as second homes – and noise is the number one complaint" said Steve Weiss, vice president of marketing, Quiet Solution. "Building Quiet means building green. When you build so you don't hear freeways, trains, or the neighbors next door, you can build more densely and more sustainably, and attract more buyers. With this approach to urban infill, commutes, energy use and greenhouse gases are all substantially reduced."

Garren comments that "building Quiet is definitely cheaper than facing the alternative of customer dissatisfaction" from homeowners over noise issues. "The great news was that the total cost was lower using Quiet products than any other combination of materials and construction techniques would have been. And the people that live there comment often about how quiet it is. Using the products from Quiet Solution has helped us sell more units than our competition. People love Quiet."

Additional detail on the Pinn projects is available at [http://www.QuietSolution.com/Case\\_Study\\_PINNBROS.pdf](http://www.QuietSolution.com/Case_Study_PINNBROS.pdf).

**ABOUT QUIET SOLUTION**

Quiet Solution, a division of Serious Materials, is America's most trusted manufacturer of soundproofing products. As a technology leader, it provides world-class residential and commercial building materials that support sustainable construction while enhancing quality of life. QuietRock® soundproof drywall, QuietWood® and QuietHome® high-STC windows and doors provide the lowest total cost soundproofing solutions for builders, architects and owners, easily and reliably. The company has filed 23 patents. The company's environmentally friendly products are manufactured in the United States and are available at authorized dealers throughout the U.S. and Canada. For more information, visit [www.QuietSolution.com](http://www.QuietSolution.com) or [www.SeriousMaterials.com](http://www.SeriousMaterials.com).

**ABOUT PINN BROTHERS FINE HOMES**

With their family name on every home and community they build, Pinn Brothers Fine Homes has been committed to providing homebuyers with quality, distinction and value for more than 35 years. It is through an unwavering dedication to building in superior locales and utilizing the best products and workmanship that has made Pinn Brothers one of the nation's top builders. For more information on the Company and their distinguished new homes and communities throughout the Bay Area, please visit [www.pinnbros.com](http://www.pinnbros.com).