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February 21, 2007

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**Serious Materials Voted Top Company at Cleantech
Green Replacement for Drywall Captivates Several Hundred**

SUNNYVALE, Calif. – Serious Materials announced today that it was voted ‘Most Promising’ company at Cleantech Venture Forum XII in San Francisco, as voted by the Forum attendees. The Cleantech Forum™ brought together more than 600 top investors, companies and thought-leaders in the field of clean technologies. The honor was given to Serious Materials over 20 other companies, and describes what the attendees see as the most promising investment opportunity.

Serious Materials excited the crowd with breakthrough news. Not about solar. Not about biofuels. But about *drywall*.

‘Our new EcoRock low-energy drywall is the first and only green replacement for standard drywall’ said Kevin Surace, president and CEO of Serious Materials. ‘Drywall production consumes *one percent* of all energy use in the U.S. – releasing 51 million tons of carbon dioxide, a greenhouse gas, every year. EcoRock reduces that by 90%.’ EcoRock will be broadly available in 2008.

Serious Materials has built a sizable and fast-growing business to date through its Quiet Solution division. Its high quality soundproofing products, including QuietRock, QuietWood and QuietHome Windows, have been in volume production since 2002. A key advantage is the high level of noise reduction combined with ease of installation and lower total cost for builders and owners.

‘We were busy every minute. Investors liked the strong revenues and profits, established distribution, tremendous technology and intellectual property, and market size’ said Steve Weiss, VP Marketing, Serious Materials. ‘But everyone liked our eco-friendly products and message.’

ABOUT SERIOUS MATERIALS

Serious Materials develops and manufactures advanced eco-friendly building materials for sustainable development. Our EcoRock™ low-energy drywall is a breakthrough clean-tech drywall replacement with 10X less energy use than standard drywall, coming in 2008. Our Quiet Solution division makes a complete family of 25 Quiet®-brand soundproofing products that enhance quality of life. As a technology leader, Serious Materials has 12 patents pending and more in process. The company’s environmentally friendly products are manufactured in the United States and available through more than 4,000 dealers. For more information, visit www.seriousmaterials.com or www.quietsolution.com.

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