



Contact: Joslyn Fagan, 404.524.3075
Karen Zipfel, 770.840.6449

News Release
November 11, 2008

KAWNEER SHOWCASES ADVANCED FAÇADE CAPABILITY DURING GREENBUILD 2008

Exhibit to Feature Advanced Façade, Sustainable Products and Initiatives, and a Special Focus Area for Architectural Services and Support

NORCROSS, GA – Kawneer Company, Inc., the leading manufacturer of architectural aluminum products and systems for the commercial construction industry, returns to the Greenbuild International Conference and Expo this year bringing façade and building technologies together to create a sustainable, high-performance advanced façade. Kawneer's advanced façade display is a synergistic, seamless integration of products designed to provide advanced energy performance and indoor environmental quality. Kawneer's new exhibit (**#1225**) will also feature other products and initiatives that demonstrate the company's commitment to Leadership in Energy and Environmental Design (LEED) along with a special focus area for Architectural Services Team support and services. The Greenbuild 2008 International Conference and Expo will take place November 18-21 in Boston.

As an industry leader, Kawneer is dedicated to providing products and solutions that enable architects to achieve performance and aesthetic goals for their projects while enhancing the sustainability of those buildings. The company has proven capabilities in engineering, collaborating with strategic suppliers and bundling different products for solutions best suited for each application. This approach encourages the integration of sustainable components from product categories such as high-performance glazing, motorized sun screen systems or photovoltaic technology. Kawneer's advanced façade display includes its energy efficient 7500 Wall[®] and incorporates the thermally broken, insulated 512 Ventrow[™] ventilator along with a modification to its 1600 SunShade[®] and InLighten[®] Light Shelf. In addition, the advanced façade display incorporates products from MechoShade Systems, Inc. (**booth #600**), Viracon, Inc. (**booth #941**), and Suntech Power Holdings Co., Ltd. (**booth #1264**). Products include:

- MechoShade Systems' motorized ElectroShade[®] system with EcoVeil[®] – a Cradle to Cradle Certified[™] eco-friendly shadecloth – and the Mecho[®] Louver Light Shelf, a motorized light shelf louver designed to provide ultimate sun control. www.mechoshadesystems.com.

(more)

- Viracon's 2-inch VE1-2M Triple Insulating Glass. This high-performance, triple glazed glass unit, with double air space and double Low-E vacuum deposition coating permits high visible light transmittance and minimizes solar heat gain helping to improve energy efficiency.
www.viracon.com.
- Suntech's See Thru™ is a solar panel with a semitransparent finish, similar to tinted glass. As a part of Suntech's MSK Solar Design line, See Thru's laser-etched photovoltaic cells simultaneously generate electricity and block the sun's rays reducing a building's air conditioning and lighting loads effectively curbing the release of CO₂ gas into the Earth's atmosphere.
www.suntech-power.com.

To complete the design and fabrication of the advanced façade display, Kawneer collaborated with Erie Architectural Products Inc. With a commitment to distributing innovative fabricated, engineered curtain wall, storefront, entrances and skylight systems, Erie has proven experience in engineering and fabricating advanced façades. In addition, Kawneer is actively participating as a project advisory committee member with Lawrence Berkeley National Laboratory (Berkeley Lab) for collaborative research on high-performance facades. Berkeley Lab is a U.S. Department of Energy national laboratory located in Berkeley, California. It conducts unclassified scientific research and is managed by the University of California. Both the MechoShade Systems exhibit and the Berkeley Lab exhibit (**Convention Center, East Level 1, just north of Meeting Room 158**) will feature an advanced façade display at Greenbuild.

During the expo, members of Kawneer's Architectural Services Team will be on hand to answer questions, provide more specific information about products and systems and display its new sunshading/daylighting modeling capability. Kawneer's in-house team can engage early in the design process of a project – utilizing its energy modeling capabilities to bring maximum results. Through performing both daylighting and sunshading simulations, Kawneer is able to anticipate the energy savings of sun-harvesting products and anticipate the potential benefits of sun-controlling products. Kawneer will also demonstrate how it can help bring project designs to life, showcasing its growing library of BIM product models. Developed to deliver product specific content to the design community, Kawneer's BIM model library includes products and systems across six major categories: Swing Entrances, Sliding Entrances, Framing, Curtain Wall, Sun Control and Windows.

(more)

KAWNEER GREENBUILD ADVANCED FACADES/PAGE 3

Kawneer's new exhibit was redesigned and constructed from sustainable materials. In addition to utilizing aluminum, one of the earth's most plentiful recyclables, it also includes seagrass carpet, bamboo cabinets and energy-efficient lighting. As a member of the U.S. Green Building Council (USGBC), Kawneer is dedicated to creating a broad portfolio of products and resources that can help contribute to LEED certification. Visitors to the booth will have the opportunity to obtain more information about Kawneer's LEED Planning Tool, designed to help architects navigate the program's certification process by guiding users to the specific Kawneer products and solutions that meet the requirements for each targeted LEED category.

In addition, Kawneer's parent company, Alcoa, is consistently recognized as one of the world's most sustainable companies. As a founding member of U.S. Climate Action Partnership (USCAP), a group of leading U.S. companies that work to support national legislation to significantly reduce greenhouse gas emissions, Alcoa will be represented during the Greenbuild expo in **booth #126**. For more information on Alcoa visit www.alcoa.com.

To learn more about Kawneer and its sustainable product offering, please visit Kawneergreen.com or Kawneer.com. For product applications or technical assistance with a LEED project, contact Kawneer's Architectural Services Team toll free at 877.767.9107.

###

About Kawneer

With more than 100 years of innovation and experience, Kawneer North America is headquartered in Norcross, Ga., and is the leading manufacturer of architectural aluminum products and systems for the commercial construction industry. Kawneer is part of Alcoa's global Building and Construction Systems (BCS) business unit headquartered in Geneva, Switzerland. Alcoa BCS manufactures and markets architectural systems and products in North America, Europe, Asia and the Middle East. Alcoa is the world's leading producer and manager of primary aluminum, fabricated aluminum, and alumina facilities, and is active in all major aspects of the industry. For more information on Kawneer or its products, please visit www.kawneer.com.