

Serious Materials Re-Opens Former Kensington Windows Plant in Pennsylvania, Initiates Creation of Green Jobs for U.S.

Governor Rendell joins Serious Materials for green ribbon cutting ceremony

Sunnyvale, Calif. and Vandergrift, Pa. — March 16, 2009 — Serious Materials, a [sustainable building materials](#) company, announced it will re-open the former Kensington Windows plant in Vandergrift, Pennsylvania today with a green ribbon-cutting ceremony. Alongside Pennsylvania Governor Edward Rendell and re-hired plant employees, Serious Materials' executives will celebrate the creation of new [green jobs](#) and discuss the positive effects of the Recovery Act and its impact on America's green future.

"Today, we're seeing firsthand the opportunities we have to create a green economy that puts people to work doing jobs that reduce our energy dependence, encourage conservation, save consumers money and strengthen our national security," said Governor Rendell. "About six months ago, the doors to this factory closed, and with it went more than 150 jobs. I applaud Serious Materials' investment in Pennsylvania and the steps they are taking to put many of those men and women back to work. With the support of the American Recovery and Reinvestment Act, as well as our own state programs, we have new resources to invest in these industries and our people to make these projects a reality."

A husband and father of two, Robin Scott was one of 150 workers abruptly laid off from his position as a glass department technician when the plant filed bankruptcy in October of 2008. "When I was told Serious Materials was going to buy the place [Kensington] I was on cloud nine. I want my kids to recognize the bright future they can have in our country and what better example is there than giving our workforce a fighting chance during rough times," said Scott, newly re-hired Serious Materials plant employee. "You can practically taste the excitement in the air – not only from Kensington employees but also from everyone in Vandergrift – it just feels like a huge relief for everyone."

"Today, we start rebuilding. Today, we write a new beginning to this story. We will get this economy back on track," said Kevin Surace, CEO, Serious Materials. "We are going to get serious about efficiency and we are going to bring a new life to American manufacturing. The work must start with the people – people like the dedicated workers from Kensington who form the bedrock of the community."

The ribbon-cutting will be held today at 2:00pm EST at the Vandergrift facility located at 1136 Industrial Park Road. The event is free and open to the public.

"The re-opening of this window manufacturing plant by Serious Materials is a perfect example of how environmental protection and job creation work together," said Fred Krupp, President of the Environmental Defense Fund, a leading nationwide environmental organization. "By supporting policies that encourage energy efficiency, use of alternative energy, and a cap on carbon emissions, we will create more demand for products such as the energy efficient windows manufactured by Serious Materials. This in turn will create more good jobs both at plants like this one and all through the supply chain."

Kensington Windows is one of Serious Materials' two acquisitions this year. Having acquired the Kensington assets in January, Serious Materials began producing its energy efficient [SeriousWindows](#)[™] just a few weeks later. With an eye on taking rapid action, the company hired

back a number of former Kensington employees and looks to hire over 100 workers as the demand increases. The second acquisition was [Republic Windows](#) in Chicago, which was announced late last month and will be re-opened next month.

With both of these expansions, Serious Materials will be able to meet the increase in demand for its highly-insulated SeriousWindows and SeriousGlass. Currently installed in over four million square feet of both residential and commercial buildings, SeriousWindows exceed the current [Energy Star](#) standards by up to 400 percent and can reduce heating and cooling energy costs by up to 50%.

“Serious Materials is special because there is no one else doing what we do. We’ve developed technologies to make windows and commercial glass that save more energy than any other window. Period.” said Surace. “Five percent of all the energy used in the U.S. literally goes right out the window. And more efficient windows save our customers money, and are instrumental in America’s fight for energy independence and against climate change.”

SeriousWindows are available in a full range of commercial and beautiful residential styles, including single-hung, double-hung, gliders, casement, sliding doors and swing doors as well as glass for curtain wall and storefront systems. Additionally, residential windows are available in a composite stainable woodgrain interior finish for high-end homes. Residential windows may be ordered now through authorized dealers across the U.S. Customers may call (800) 797-8159 for more information or go to www.SeriousWindows.com.

About Serious Materials

Serious Materials develops and manufactures sustainable green building materials that save energy, save money, improve comfort and aggressively address climate change. The company was voted #1 at Cleantech Forum XII, won Global Gypsum Product of the Year 2008, won the first Aspen Institute award for innovation in Energy Conservation and was awarded Green Product of the Year by Popular Science. It has also been recognized by TIME/CNN, Fortune, Business Week, AlwaysOn and Red Herring as one of the top green technology companies. SeriousWindows and SeriousGlass reduce heating and cooling energy costs by up to 50% and improve occupant comfort. QuietRock® soundproof drywall and QuietHome Windows® reduce material use, enhance livability, and support dense sustainable urban construction. And EcoRock™ uses 80% less energy in its core production and has the potential to save billions of pounds of CO2 annually making it the only true green alternative to gypsum drywall and five times more environmentally friendly. The company is working to create thousands of cleantech jobs here in the U.S. For more information visit www.SeriousMaterials.com.

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