

PRESS RELEASE

For immediate release

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March, 2006

LOCAL STARTUP ENABLES SUSTAINABLE BUILDING

Healthy Buildings' first factory is in Las Vegas, New Mexico, joining the community's traditional wood industry. The company contributes to healthy watersheds in Northeastern New Mexico by providing a market for small diameter timber resulting from thinning projects to reduce fuel loads in the woods, with their exclusive ForestSavers™ technology.

The Only Sustainable Insulating Concrete form (ICF)

Although all ICF's (Insulating Concrete Forms) have energy efficiency properties, most rely on a petroleum-based material, expanded polystyrene (EPS), as the insulating matrix and thus cannot be considered fully sustainable. The Company's reliance on wood as an insulator renders it more attractive to green builders and health conscious homeowners because it is natural, renewable, recycled and recyclable, and allows for the essential "breathability" that retards mold formation and promotes healthy indoor air quality.

Founder Has Manufacturing Background in Silicon Valley

Colleen Cayes, Founder and President, will lead the Company's establishment and expansion. Ms. Cayes was a founding member of the management team at Conner Peripherals, the fastest growing company in American history in 1987. She has 20 years of experience in leading large, multi-functional teams to execute rapidly and efficiently. Her achievements include the rapid ramp up of multi-million dollar factories in Asia and Europe. Ms. Cayes has founded several companies; turned around a Teamster-organized machine shop; and led strategic initiatives within diverse business models. Ms. Cayes earned her B.A. at Stanford University and her MBA from Harvard.

Support for Healthy Buildings

Colleen Cayes recently participated in Albuquerque's "Energy Town Hall" to help Mayor Chavez define the City's sustainable energy future. Healthy Buildings is working with Mesa del Sol, Albuquerque's new urban development dedicated to sustainability, to locate a second factory there to recycle construction waste wood and help Mesa del Sol achieve a 50 percent reduction in energy usage.

Healthy Buildings has received outstanding support from the Santa Fe Business Incubator, the state Economic Development Department, Albuquerque Economic Development (AED), and the Las Vegas San Miguel Economic Development Corporation.

Santa Fe Business Incubator – Marie Longserre, Director
EDD – Eric Griego, Assistant Secretary for Economic Development
AED – Bob Walton or City of Albuquerque Fred Mondragon
Mesa del Sol – Mark Lautman, Director of Economic Development
LVSMEDC – Dr. Luis Ortiz, Executive Director