



**FOR IMMEDIATE RELEASE**

Contact:  
John Bartlo  
President and CEO  
716.864.8143  
jbartlo@energsmart.com

**EnerGsmart Insulation Acquires Majority Interest in Multifoam LLC,  
International Developer & Manufacturer of Foam Insulation Products**

---

BUFFALO, NY — EnerGsmart Foam Insulation announced today that its owners have reached an agreement to acquire a majority interest in Multifoam LLC.

Multifoam, an international developer and manufacturer of foam insulation products, is a major supplier to EnerGsmart, a Western New York based installer of super-efficient foam insulation products.

Multifine Ltd., a Liechtenstein based company that owns the intellectual property of Multifoam's HealthySeal™ product line of insulating, roofing, packing, and taxidermy foams, remains a minority owner of Multifoam.

The acquisition of Multifoam gives EnerGsmart a "significant competitive advantage," according to EnerGsmart President and CEO, John Bartlo.

"The market for foam insulation products is increasing dramatically as costs for natural gas and other energy products continue to significantly outpace inflation and traditional insulation options like fiberglass deliver less and less," Mr. Bartlo said.

"With the acquisition of Multifoam, we'll be able to deliver the most cost effective insulation on the market even more cost effectively, as both distributor and applicator — eliminating the so called 'middle man' to the benefit of our customers," he added.

Under the terms of the agreement, Mr. Bartlo will become CEO of Multifoam and the Multifoam's management and administration headquarters will be relocated to Western New York. Manufacturing of the foam products will continue to be headquartered in Macon, GA for the time being, according to Mr. Bartlo, but consolidating all aspects of the company's operations to the Western New York area is being "seriously considered, if economic conditions support such a move."

# # #