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First New Residential Siding Category to Appear in 20 Years, Introduced by Microposite, Inc.

*Michigan-based Microposite Responds to Industry Demand for Innovative, Premium Siding Products,
Delivering Three Times the Energy Efficiency at Half the Weight*

Auburn Hills, Mich., February 4, 2008 – For the first time in over 20 years, there's a new category in residential siding. Michigan-based Microposite, Inc. today marked their official entrance to the market by unveiling an innovative siding product that leverages patented, state-of-the-art technology to address the demand for premium siding products that meet the "Siding Six": the six key attributes sought after by discerning builders, installers and homeowners. With the National Association of Home Builders (NAHB) Research Center reporting that 70 percent of builders are moving towards more innovative materials, the introduction of Microposite siding marks a timely milestone in the evolution of the siding industry.

Engineered to deliver exceptional performance and durability while retaining the natural look and benefits of traditional wood, Microposite's premium 7/16" boards are constructed using a powerful combination of lightweight microspheres and proprietary resins. Unlike anything currently available on the market, this product delivers unmatched usability, weighing in at half that of fiber cement - a boon to installers everywhere. By combining cutting-edge techniques with a fresh perspective, Microposite offers a welcome change to the status quo in residential siding.

"For the first time in a long time, there's a new alternative for premium siding," said Dean A. Franchi, Certified Graduate Builder of Windmill Homes, of Farmington Hills, Mich. "When you've been in the business as long as I have, any improvement in siding materials is a big deal. But a completely new category? That's a whole new ball game for anyone ready to give their homes an edge on the competition."

Microposite delivers on the "Siding Six," the six key attributes sought after by homeowners and builders in an ideal premium residential siding product. These attributes include:

- **Water Resistance** – Microposite's closed-cell technology delivers 100% water resistance, eliminating the need for homeowners to worry about decay, rotting and delamination
- **Ease of Installation** – 50 percent lighter than fiber cement, requires no special installation tools, and creates no harmful dust when cut
- **Energy Efficiency** – a green friendly R-Value rating that is 3.5 times greater than fiber cement, for greater energy savings

- **Aesthetics** – a truly premium product, Microposite 7/16” boards provide more prominent shadow lines and feature a natural grain pattern, replicating the beauty of real wood
- **Versatility** – reversible boards save dealers valuable inventory space and a selection of four board widths means more choices for customers
- **Durability** – innovative microsphere technology gives Microposite boards the strength to resist temperature shifts, buckling and warping

“All the research points to two key trends: the market for premium siding products is on the rise, and the siding industry is ready for a high-performance, modern siding alternative that maximizes ease of installation, and offers the ultimate in curb appeal and energy efficiency for homeowners,” said Marc Carlson, president and CEO of Microposite, Inc. “Today’s housing market demands innovative products, and a new entrant like Microposite is the ideal candidate to bring fresh ideas to the table. We’ve already received overwhelming positive response and interest in this new category of siding, reinforcing our belief that when applied intelligently, technology can be a beautiful thing.”

Microposite’s premium siding products will be distributed exclusively by leading building products supplier and Fortune 500 company, BlueLinx Holdings Inc., and will be available in the 2nd half of 2008 beginning with select markets starting in the Northeast region.

About Microposite, Inc.

Microposite, Inc. uses patented, cutting-edge technology to deliver next-generation siding materials that offer high performance in each of the “Siding Six” attributes: water resistance, ease of installation, energy efficiency, aesthetics, versatility and durability. Addressing the needs of the building industry with the launch of a brand new siding category, Microposite is committed to showing homeowners, builders and dealers that when applied intelligently, technology can be a beautiful thing. Look for the Microposite Outside seal – a guarantee of protection from the elements and assurance that the siding is made from safe, versatile materials that deliver maximum energy efficiency along with the aesthetic charm of real wood. Microposite company headquarters and manufacturing facilities are located in Auburn Hills, Michigan. For more information, visit www.microposite.com.

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