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**ICESTONE DURABLE SURFACES REVEALS 21ST CENTURY
BUSINESS MODEL OF PEOPLE, PLANET & PROFITS**
BROOKLYN-BASED COMPANY GROWS 300% AND ACHIEVES PRESTIGIOUS GOLD*
LEVEL CERTIFICATION, LEADING THE COMPANY WITH A WINNING SET OF
SOCIAL AND ENVIRONMENTAL BUSINESS PRINCIPALS

New York, NY, November 18, 2008 – IceStone, the NY-based maker of green, durable surfaces used for countertops, bar-tops, bathrooms, flooring and other applications, announced today its achievement as the first and only recipient of the prestigious Gold level, Cradle to Cradle certification. Given by McDonough Braungart Design Chemistry (MBDC), this certification shows that IceStone’s company and products have passed stringent manufacturing standards that measure toxic ingredients, emissions levels, water and energy usage, renewable investments, on-going data collection systems and recyclability, as well as a code of corporate ethics and labor standards. *(for more information, visit <http://www.mbdc.com/c2c/>)

With this achievement, IceStone has set the standard as a model 21st century green building business -- one that calls for a stringent adherence to a code of compliance for products, an ethic of social responsibility to employees, and a long term commitment to the health and sustainability of the planet. “Achieving this level of sustainability so early in our company’s history means a great deal to us,” said Co-CEO Miranda Magagnini. “Our goal now is to educate our distribution partners, the green building industry and consumers about what Gold Cradle to Cradle really means; we believe IceStone will define green durable surfaces across the US,” added Peter Strugatz, Co –CEO.

(more)

Why the exploding growth at IceStone and in the green building industry? According to the U.S. Green Building Council, there are several factors that are driving this fast paced growth including: 1) an unprecedented level of government initiatives; 2) heightened residential demand for green construction, and 3) improvements in sustainable materials. (*Source: FMI (2008). U.S. Construction Overview.*) In fact, the green building products market is projected to be worth \$30-\$40 billion annually by 2010. (*Source: Green Building Alliance (2006). Green Building Products: Positioning Southwestern Pennsylvania as the U.S. Manufacturing Center.*) IceStone aims to double its sales in 2009.

However, as more competitors enter the green building products segment, the opportunity for 'green washing' and unsubstantiated claims is higher than ever. But for the first time in a decade, the Federal Trade Commission is reviewing its "Guides for the Use of Environmental Marketing Claims" to cut down on consumer confusion. These revised guidelines are expected by the end of 2009. As well, transparency is on the rise. Consumers are beginning compare products making claims or by conducting their own research on line such as www.greenwashingindex.com, which allows them to upload green marketing and question these green claims. Now, more than ever, designers, architects and consumers who are seeking truly authentic sustainable products such as IceStone, will be dependent on third party certification such as MBDC (Cradle to Cradle), B Corporation and LEED points, for which IceStone rates highly.

IceStone is the nation's leader in green and sustainable durable surfaces. IceStone durable surfaces are manufactured in Brooklyn, NY in a day-lit manufacturing facility from 100% recycled glass, in a concrete matrix. The product can be used where mined stone (such as marble or granite) or engineered stone (such as products made with quartz or other material, in a base of resin or petrochemical mix) are used. IceStone is one of the founding members of B Corporation, which designates the company's commitment to meeting comprehensive social and environmental standards. The company's triple bottom line philosophy believes that social and environmental principals can lead to a healthy bottom line. IceStone durable surfaces come in a variety of natural, vibrant and earth-tone hues, colors and textures and can be customized for commercial applications. For more information, visit www.icestone.biz.

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