



FOR IMMEDIATE RELEASE

Media Contact:

Aaron Ayer
Hycrete, Inc.
(201) 763-9227
aayer@hycrete.com

**PRESIDENT OBAMA RECOGNIZES HYCRETE, Inc.
Hycrete CEO Joins CleanTech Leaders for White House Roundtable on How Clean
Technology Can Stimulate Economy**

CARLSTADT, N.J., July 2, 2009 – Hycrete, Inc. CEO David Rosenberg was among eight CEO's of clean technology focused companies invited to participate in a roundtable hosted by President Barack Obama regarding the economic impact of environmentally friendly technologies. The panel also included members of the President's staff, including Energy Secretary Steven Chu, EPA Administrator Lisa Jackson, and Chief Technology Officer Anshu Chopra.

The industry leaders opened the discussion with examples of how their firms are contributing to innovation and economic growth in hard economic times. In turn, they offered thoughts on steps the Federal Government can take to help accelerate adoption of new technologies, creation of technology jobs, and establish U.S. leadership in CleanTech. Rosenberg walked the President and his staff through Hycrete's innovative leadership in building materials and construction.

In his remarks following the White House meeting, Obama called the participating firms "some of the most innovative energy companies in America," and said their industries represent a "a big piece of America's economic future."

"It's men and women like these who will help lead us out of this recession and into a better future. My job – and our job as a government – is to do whatever we can to unleash the great generative powers of the American economy by encouraging their efforts.

- MORE -

And when you hear the innovation that's taking place ... [including] new concrete materials that last longer and are waterproofed from the inside out, and that can mean that bridges and roads and buildings can last 20 or 30 years longer than using conventional concrete ... that gets you excited.

Hycrete CEO Rosenberg announced, "I'm thrilled to see the success of our business and our innovations recognized at the highest levels of government and in such a high-profile group of corporate peers. We are proud of our efforts to bring value to the economy – and to help increase federal stimulus impact by reducing building and maintenance costs and accelerating construction schedules for public projects."



Rose Garden press briefing

(David Rosenberg stands on the top row on the right in the red tie)

About Hycrete Inc.

Hycrete, Inc. leads the construction industry in solving it's biggest challenges of waterproofing concrete construction.

Hycrete's approach has led to a better way of designing and constructing buildings. First, Hycrete offers a way to put waterproofing **IN** concrete, instead of the traditional method of putting waterproofing **ON** concrete. Hycrete's combination of best-in-class products and world-class field service offer concrete waterproofing solutions that provide better quality, lower cost, and

construction schedule acceleration – all without traditional exterior membranes. Second, Hycrete makes structures more durable. Hycrete's potent corrosion protection lines extend structure life substantially, eliminating costs required to maintain and replace, protecting the environment, and improving public safety. Finally, all of Hycrete's products are Cradle to Cradle certified, furnishing value with a greener solution.

Based in Carlstadt, N.J., Hycrete's solutions apply to a broad spectrum of buildings and infrastructure projects. Hycrete is backed by the most prominent investors in the clean technology industry, including Mohr-Davidow Ventures, NGEN Partners, and Rockport Capital. For more information, please visit www.hycrete.com.

#