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Hycrete Achieves Coveted Award of Cradle to Cradle Certified - Gold

Hycrete Admixtures for Concrete Are Now Cradle to Cradle Certified^{CM} Gold

CARLSTADT, N.J., October 5, 2011 – Hycrete, Inc., a leader in waterproofing and corrosion protection technologies for concrete, today announced that its liquid admixture products have been Cradle to Cradle Certified^{CM} Gold. Cradle to Cradle Certified program is a rigorous and comprehensive environmental certification system administered by the Cradle to Cradle Products Innovation InstituteTM that evaluates products and materials for their impact on human health and environmental health and design for future life cycles.

Hycrete, a firm dedicated to solving problems associated with water in concrete and other building materials, develops water-based solutions that inhibit water and chloride migration through concrete, making concrete last longer, reducing the potential for corrosion-related damage, and protecting building interiors. Hycrete's admixtures were one of the first Cradle to Cradle Certified^{CM} building products, originally certified at the Silver level. Hycrete has worked closely with MBDC (McDonough Braungart Design Chemistry) to assess all materials for impact to human and environmental health, and evaluate manufacturing processes for use of renewable energy, water stewardship, and social responsibility. As a part of the continuous improvement process required by the certification program, Hycrete has dramatically advanced its products, manufacturing, and operations, and has earned Cradle to Cradle Certified^{CM} Gold, one of the most stringent sustainability certifications in the world.

"We are honored to have reached Gold after undergoing a rigorous review process and implementing a series of targeted improvements with help from MBDC," said Richard Guinn, Chief Executive Officer of Hycrete. "In addition to helping to maximize concrete durability and extend the structural life of buildings and infrastructure with the Hycrete technology, we wanted to make sure we were doing everything we could to create products that could be safely disassembled, recycled, and repurposed, and to manufacture them in an environmentally and socially responsible fashion. The Cradle to Cradle[®] design framework is comprehensive in nature and is

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setting the bar for responsible product design and production and its expanded use by the USGBC and other certification organizations is helping to make it the de facto standard within industrial design.”

The Cradle to Cradle Certified^{CM} program was developed by MBDC, a global consultancy and certification firm that helps clients create a positive footprint on the planet by implementing the Cradle to Cradle[®] design framework. “Hycrete was an early adopter of the Cradle to Cradle design principles and has become a leader in rigorously implementing a program of continuous improvement. Hycrete is setting the standard for manufacturers with respect to social and environmental responsibility,” said MBDC founding principal and TIME magazine ‘hero of the planet’ William McDonough.

“Cradle to Cradle[®] has been an important influence in the development of our products and we look forward to its continued expansion in industrial design, especially within the construction industry which is responsible for a large portion of the global human footprint,” added Guinn. “At Hycrete we believe it is important to not only build to last, but to do so in a manner that enables future generations to do the same. We are excited to see this trend continue.”

For more information, please visit www.hycrete.com. Cradle to Cradle[®] is a trademark of MBDC, LLC. Cradle to Cradle Certified^{CM} is a certification mark licensed by the Cradle to Cradle Products Innovation Institute.

About Hycrete Inc.

Based in Carlstadt, N.J., Hycrete, Inc. provides concrete producers, builders, designers, and owners with modern concrete construction technologies that deliver long-term water, vapor and corrosion protection. Hycrete’s sustainable solutions, backed by industry-leading warranties, accelerate construction schedules, deliver cost savings and provide peace of mind. The company delivers integral waterproofing that eliminates the need for external membranes and offers admixtures designed to enhance concrete durability and keep water out of structures. Hycrete’s vapor solution leverages the company’s field service expertise to deliver superior moisture-protection solutions for flooring. The company focuses on sub-grade, grade, and super-grade water, vapor and corrosion protection. Applications include deep foundation slabs and walls, podium and plaza decks, roof, water treatment, parking and tunnel structures. For more information, please visit www.hycrete.com.

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