



Press Release
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(Left to right): Lahnne Johnson, president and founder of Acoustiblok USA; Prince Saud bin Khaled Bin Abdullah Al-Saud, CEO of Arabian Plastics Compounds Co. Ltd (APC); Fawaz Al-Kaaki, President of APC; Shawn Saathoff, vice-president of Acoustiblok USA.

Tampa-based Acoustiblok Inc. Signs Multi-Million Dollar Agreement to Produce Revolutionary Sound-proofing Material with Saudi Arabian Company

TAMPA, FL – A Tampa-based manufacturer of a unique sound-proofing material has signed a joint 50-year agreement with a Saudi Arabian plastics manufacturer to produce and market its cutting-edge sound-proofing product in Saudi Arabia and throughout the Middle East.

The new joint Saudi Arabian venture, “Acoustiblok Mideast,” is the result of more than two years of research and negotiations, the value of which is said to be in the hundreds of millions of US dollars.

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Saudi/page 2

Lahnie Johnson, president and founder of Acoustiblok USA, and Acoustiblok USA Vice President Shawn Saathoff were in Riyadh, Saudi Arabia in March to meet with Arabian Plastics Compound (APC) President Fawaz Z. Al-Kaaki, and owner Prince Hussam Bin Saud Bin Abdul-Aziz to finalize the agreement.

Acoustiblok is a unique, environmentally friendly sound-proofing material widely used in the United States and throughout the world to provide serious noise control in new and existing commercial, residential, and institutional buildings.

The thin, 1/8-inch (3 mm) flexible sheet material, which is added to a wall before drywalling, is engineered *not* to stop or absorb sound, as others attempt to do, but to actually transform the sound energy into **inaudible** friction energy as the material flexes from the sound waves. Just one thin layer of Acoustiblok in a standard metal or wood stud wall will result in more sound reduction (and provide more privacy) than 12-inches (305 mm) of poured concrete.

The initial cost of setting up production of Acoustiblok in Saudi Arabia is approximately 30 million US dollars (100 million Saudi riyals). According to the agreement, the Riyadh manufacturing facility will be operating by late 2009. Acoustiblok Mideast will target building projects in Saudi Arabia and throughout the Middle East.

Johnson first recognized the potential of the Mideast market after he and Saathoff first visited Saudi Arabia at the invitation of the U.S. Saudi Arabian Business Council and the US Commerce Department two years ago.

Johnson said, "Clearly our product will improve the lives of people in Saudi Arabia and the Mid East where privacy is considered a very important part of their culture. Acoustiblok also allows for much lighter (compared to currently used concrete) wall assembly, which increases the potential height of a building and the speed of construction"

With noise pollution now being recognized as a health issue (recent studies in the US attributed thousands of heart attack deaths to noise-related stress) Johnson's Acoustiblok material is being sought by people all over the world.

In Saudi Arabia, Arab News stated "Acoustiblok will revolutionize building technics throughout the Mid East, while allowing a more harmonious lifestyle as people are living ever closer together."

Available internationally, Acoustiblok was awarded the John Connell Award for Technology by the United Kingdom's Noise Abatement Society. Judges hailed Acoustiblok as "A revolutionary step in noise abatement for both the workplace and the home."

The award was presented at the British House of Commons by Lord Whitty of Camberwell, parliamentary under secretary, Department for Environment, who stated, "Tackling noise pollution is a priority for [our] government and also for the public. I believe that we should do all we can to encourage and reward innovative approaches, such as this one, to better control noise."

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Saudi/page 3

With more than 35 years experience in the aerospace and audio industries, Johnson's passion for inventing solutions for acoustical and environmental problems led him to develop Acoustiblok, which is manufactured in the USA. For more than 25 years Johnson has owned a notionally known home cinema company, Sensuous Sound Systems in Tampa. It was during the creation of high energy home cinema that the need for a new approach to sound proofing really came to light.

Johnson's commitment to research and development of environmental problems has produced leading-edge noise abatement and energy conservation solutions recognized by the building and construction industry throughout the world.

"Expending acoustic energy, as Acoustiblok does, is vastly superior and more economical," Johnson said. "It's also easier to install than conventional methods of trying to stop or block sound with a rigid material," said Johnson. "When privacy or quiet is desired, Acoustiblok is the solution."

During the signing ceremony, Acoustiblok also introduced their innovative new US made thermal insulation product, Thermablok®. It was launched specifically for the incredibly hot Arab climate and is now available for use in building construction and energy-efficient retrofits in the United States.

Developed in conjunction with NASA, **Thermablok** aerogel technology is considered the highest insulating material known to exist. According to the United States Department of Energy tests, adding just one, ¼-inch (6.35 mm) strip to each stud in a wall before installing the drywall can prevent **thermal bridging**, increasing the wall R-value more than 40-percent. (www.Thermablok.com).

Aerogel technology, recently featured on the Science Channel, is expected to be a prime energy conservation component in cities of the future.

"The future is here now," Johnson said about Thermablok. "This is the ultimate in energy conservation. It doesn't get any greener, and the timing is perfect"

Johnson has several other significant inventions in the patent process, and is a staunch supporter of America's free enterprise system, which he says has allowed him and his company the opportunity to succeed.

"I have always admired how much Thomas Edison conceived and created with so little," Johnson said. "If given the hope of success and financial reward, a person will work hard and sacrifice much, not so with demotivating Socialism."

Johnson grew up in Sarasota, Florida on a sailboat his dad built. With little formal education and the "race for space" beginning, he bypassed college and enthusiastically became a creative part of the aerospace industry.

"I have always been a creative, *can-do* person and have had the entrepreneurial passion since my first paper route at age 10," he says.

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Saudi/page 4

Acoustiblok, a pioneer in sound-proofing and thermal technologies for commercial, institutional, and multi-family construction is a member of the AIA, AES, ASA, and CEDIA. For more information, visit www.acoustiblok.com, call 813.980.1400, or e-mail us at sales@acoustiblok.com.

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