



PRESS RELEASE  
*For immediate release*

Contact: Nancy Lewis  
(813) 980-1400 ext. 218

[NancyLewis@acoustiblok.com](mailto:NancyLewis@acoustiblok.com)

**Acoustiblok® Appoints Nancy Lewis  
Director of Marketing and Public Relations**

Tampa, Fla. May 24, 2007 - - Lahnne "L.J." Johnson, president and founder of Acoustiblok®, a revolutionary new sound proofing material, is pleased to announce the addition of Nancy Lewis as Director of Marketing and Public Relations. Lewis will serve as the company's liaison to local, national and international print, broadcast and Internet media, as well as coordinate trade shows and special events.

Lewis has over 20 years experience in providing marketing, public relations, publicity and media relations services for a variety of products and services. She began her professional career in the home furnishings industry in New York City. Lewis was Public Relations Director for The Reeves Agency, an advertising/PR firm, and the New Performing Arts Company, the second largest production company for national touring Broadway shows, both based in Baltimore. Lewis owned and operated Entertainment Works, a full service PR agency specializing in the entertainment and music industry, from 1989 until 2001 when she shifted her PR efforts to promote medical research. Lewis was Recruitment Coordinator for the Diabetes Research Program at the University of Florida, Gainesville, and Registry Coordinator for the Rare Diseases Clinical Research Network based at the University of South Florida, Tampa.

"Market awareness of Acoustiblok's products has been driven by the news media and our Web site," stated Johnson. "With Nancy on board, concerted PR and media relations efforts will educate a broader audience and will provide greater exposure to the value and effectiveness of using Acoustiblok to prevent – or solve – noise problems throughout the world."

Lewis can be reached at Acoustiblok's international headquarters in Tampa via telephone, (813) 980-1400 extension 218, or e-mail, [NancyLewis@acoustiblok.com](mailto:NancyLewis@acoustiblok.com).

**About Acoustiblok®**

Acoustiblok® is a 1/8 inch thick proprietary viscoelastic polymer material with a high density mineral content, heavy and yet extremely flexible. As sound waves cause the Acoustiblok material to flex, internal friction occurs (isothermal/adiabatic) and the acoustical energy is dissipated into undetectable trace amounts of heat. A one 1/8 inch layer of Acoustiblok in a standard wall will result in more sound reduction than 12 inches of poured concrete. (Certified lab results are available.) Environmentally friendly, Acoustiblok contains no lead or asbestos, is UV resistant and impervious to water and mold; it is UL fire rated and approved for virtually all wall, floor and ceiling installations. Easily cut with a utility knife, Acoustiblok requires no special tools or preparation, and can be installed anytime before drywall or floorcovering. Available internationally, Acoustiblok received the John Connell-DEFRA Award for Technology and Innovation from the U.K.'s Sound Abatement Competition; the award was presented at the British House of Commons.

For more information about Acoustiblok products, visit [www.acoustiblok.com](http://www.acoustiblok.com); call (813) 980-1400, or e-mail [sales@acoustiblok.com](mailto:sales@acoustiblok.com).

###

Acoustiblok, Inc. International Headquarters  
6900 Interbay Boulevard Tampa, Florida 33616 U.S.A.  
Telephone: 813.980.1400 Fax: 813.849.6347 [www.acoustiblok.com](http://www.acoustiblok.com)