



For Immediate Release

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Birdair, Inc. to Attend 2011 Greenbuild International Conference and Expo

*– Visit Birdair at Cabot Corporation’s Booth #325N to Learn More About
Tensotherm™ with Lumira™ Aerogel –*

BUFFALO, NY... Birdair, Inc., the leading specialty contractor of lightweight long-span roofing systems and tensile structures of all sizes throughout the world, will attend the Greenbuild International Conference and Expo, October 4-7, at Metro Toronto Convention Centre in Toronto, Ontario, Canada.

Birdair will be present at Cabot Corporation’s booth #325N in the North Building to discuss Tensotherm™ with Lumira™ aerogel (formerly Nanogel® aerogel), a fabric membrane roofing system developed by Birdair, Cabot Corporation and Geiger Engineers. Tensotherm combines lightweight design flexibility with the insulative properties of Cabot Corporation’s Lumira aerogel, a lightweight insulation layer that significantly enhances the material’s thermal performance while maximizing natural daylighting.

Birdair recently completed the installation of a Tensotherm tensile roofing system for the Talisman Centre for Sport and Wellness in Calgary, Alberta, Canada. Compared to the facility’s previous roof, the new Tensotherm roofing system provides five times the existing insulation values and improves condensation issues. The new roof maintains the facility’s external appearance while enhancing daylighting, energy efficiency and temperature control.

With a variety of sustainable qualities, Tensotherm contributes to the U.S. Green Building Council (USGBC) Leadership in Energy and Environmental Design (LEED®) credits in the categories of insulation, green materials, innovation and daylighting. Lumira aerogel is Cradle to Cradle™ Silver Certified™ by the MBDC.

The Greenbuild International Conference & Expo is the largest gathering of representatives from all sectors of the green building movement. Three days of extensive educational programming, workshops, a vast exhibition floor and ample networking events provide green building professionals with opportunities to learn about the latest innovations, explore new products and exchange ideas. For more information, visit www.greenbuildexpo.org.

As a member of the USGBC, Birdair continues to develop and promote methods and technologies that result in sustainable building design. Interested Greenbuild attendees are encouraged to visit Birdair at

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Cabot Corporation's booth #325N. To learn more about Birdair and Tensotherm before the conference, visit www.tensothermroofing.com.

Tensotherm™ is a patent pending product of Birdair, Inc.

About Birdair: Birdair, Inc. is the leading specialty contractor of lightweight long-span roofing systems and tensile structures throughout the world, providing design-build solutions for architects and clients in all aspects of project design, engineering, installation and maintenance. The company offers a selection of architectural fabric membrane, including Tensotherm™ with Lumira™ aerogel, the world's only translucent insulated tensile membrane roofing material. Birdair, based in Buffalo, NY, is a member of the Taiyo Kogyo Group, with operations serving North and South America and other international locations. For more information about Birdair, call 1-800-622-2246 or visit www.birdair.com.

About Cabot Corporation: Cabot Aerogel is a business of Cabot Corporation. Cabot Corporation is a global specialty chemical and performance materials company headquartered in Boston, Massachusetts, USA. Cabot's major products include carbon black, fumed silica, inkjet colorants, capacitor materials, aerogel, and cesium formate drilling fluids. The website address is: www.cabot-corp.com.

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