



For Immediate Release

Contact: Michele Roth, Birdair, Inc.

Phone: 716-204-2167 **Email:** mroth@birdair.com

Date: November 15, 2011

Birdair Represented at Expo Estádio 2011 in São Paulo, Brazil

Learn About the Benefits of Tensile Architecture for Athletic Venues

BUFFALO, NY... Birdair, Inc., the leading specialty contractor of lightweight long-span roofing systems and tensile structures and a member of the Taiyo Kogyo group, will be represented at Expo Estádio 2011 by the company's subsidiary, Taiyo Birdair do Brasil, Ltda. The tradeshow and conference will take place November 22-24, at Expo Center Norte in São Paulo, Brazil.

Expo Estádio spotlights stadiums and athletic facilities in Brazil, the host of the 2014 Fédération Internationale de Football Association (FIFA) World Cup and the 2016 Summer Olympic Games. The Expo will focus on the design, construction, engineering, management and operation of athletic venues in the region.

Taiyo Birdair do Brasil representatives will be available at Expo Estádio to discuss the versatile benefits of tensile architecture, and what it can offer to sporting venues. Tensile architecture provides daylighting, design flexibility, durability and stunning visual appeal, among many other benefits.

"With planning underway for the World Cup and Olympics, Taiyo Birdair do Brasil and Birdair can provide an unparalleled aesthetic and sustainable option for sports venues," says Thomas Wuerch, Senior Vice President for Birdair, Inc. "We look forward to discussing the benefits of tensile architecture with architects, engineers, building owners and developers at Expo Estádio."

To date, Birdair has completed work on over 85 sports facilities globally, incorporating tensile architecture into a variety of single sport and multi-purpose stadiums and arenas. Birdair brings expert knowledge and innovative techniques to every project to meet both facility and patron needs.

Interested attendees are encouraged to visit Birdair at Expo Estádio 2010. Learn more about Expo Estádio at www.expo-estadio.com. To learn more about Birdair before the show, visit www.birdair.com.

About Birdair: 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

65 Lawrence Bell Drive
Amherst, NY 14221-7075 USA
Phone: 716-633-9500
Fax: 716-633-9850
www.birdair.com

BIRDAIR IS A TAIYO KOGYO COMPANY*



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, like us on Facebook at www.facebook.com/Birdair, call 1-800-622-2246 or visit www.birdair.com.

###

65 Lawrence Bell Drive
Amherst, NY 14221-7075 USA
Phone: 716-633-9500
Fax: 716-633-9850
www.birdair.com

BIRDAIR IS A TAIYO KOGYO COMPANY*