



For Immediate Release

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Birdair, Inc. to Exhibit at Expo Estádio 2009 in São Paulo, Brazil

*–Explore the Aesthetic, Functional and Sustainable Benefits of
Tensile Architecture for Stadiums and Sporting Venues–*

BUFFALO, NY... Birdair, Inc., the leading specialty contractor of lightweight long-span roofing systems and tensile structures throughout the world, will exhibit at Expo Estádio 2009, November 17-19, at Expo Center Norte, Yellow Pavilion, São Paulo, Brazil.

As a trade show and conference focusing specifically on stadiums and sporting venues in Brazil, Expo Estádio explores the design, construction, engineering, management and operation of athletic venues in the region.

Birdair representatives will be on hand at the event to discuss the wide range of benefits tensile architecture brings to athletic facilities. These include daylighting, design flexibility, long lasting durability and unparalleled visual appeal, among many others. Globally, Birdair's work extends to a range of high-profile athletic venues, including the Cowboys Stadium (Arlington, TX, US), S3 Cricket Stadium (Dubai, United Arab Emirates), Jaber Al-Ahmad International Stadium (also known as Kuwait Stadium, Kuwait City, Kuwait). In addition, Birdair is currently working on three stadiums for the 2010 Federation Internationale de Football Association (FIFA) World Cup.

“For athletic facilities, tensile architecture continues to function as a unique option for those looking to maximize design flexibility without sacrificing functionality or sustainable attributes,” says Michele Roth, marketing manager for Birdair, Inc. “We look forward to discussing tensile architecture with architects and building professionals in the Brazilian region.”

To date, Birdair has completed work on over 70 sports facilities globally, incorporating tensile architecture into a variety of single-sport and multi-purpose stadiums and arenas. Birdair combines breakthrough technologies with unparalleled experience to create structures that meet both facility and patron requirements.

Interested attendees are encouraged to visit Birdair at Expo Estádio 2009. Learn more about Expo Estádio at www.expo-estadio.com. Learn more about Birdair at www.birdair.com.



Birdair/Expo Estádio 2009 – Plus One – Contact: Michele Roth 716-204-2167

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. Lightweight long-span roofing systems and cable structures can be attached to any building envelope and offer aesthetic and functional options to complement any exterior design. 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.

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