



For Immediate Release

Contact: Michele Roth, Birdair, Inc.

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

Date: November 2, 2010

Birdair, Inc. to Exhibit at 2010 Greenbuild International Conference and Expo

*– Visit Birdair at Cabot Corporation’s Booth #745 to Learn More
About Tensotherm™ with Nanogel® Aerogel –*

BUFFALO, NY... Birdair, Inc., the leading specialty contractor of lightweight long-span roofing systems and tensile structures throughout the world, will exhibit at the Greenbuild International Conference and Expo, November 17-19, at McCormick Place West in Chicago, IL.

Birdair will be present at Cabot Corporation’s booth #745 to discuss Tensotherm™ with Nanogel® aerogel, the world’s first insulated composite membrane roofing system product, developed by Birdair, Cabot Corporation and Geiger Engineers.

Tensotherm combines lightweight design flexibility with the insulative properties of Cabot Corporation’s Nanogel aerogel, a lightweight insulation layer that significantly enhances the material’s thermal performance while maximizing natural daylighting.

Birdair will complete the world’s second Tensotherm installation at Talisman Centre in Calgary, Alberta, Canada in early 2011. Compared to the facility’s previous roof of 26 years, the new state of the art Tensotherm roofing system will provide five times the existing insulation value and will address condensation issues stemming from the aquatic center’s indoor climate combined with cold outer surface temperatures from Calgary’s extreme winters.

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. Nanogel aerogel is Cradle to CradleSM Silver Certified^{CM} by the MBDC.

The Greenbuild International Conference & Expo convenes is the industry’s 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 unrivaled opportunities to learn about the latest technological innovations, explore new products, and exchange ideas with other professionals. Greenbuild 2010’s educational and workshop programming focuses on this year’s theme of “Generation Green”– a moment in time that will redefine the future for cities and towns around the world. Learn more about Greenbuild at www.greenbuildexpo.org.

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*



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 Cabot Corporation's booth #745. 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. 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.

About Cabot Corporation: Cabot Aerogel is a business of the Cabot Corporation. Cabot Corporation is a global specialty chemicals and materials company headquartered in Boston, Massachusetts, USA. Cabot's major products are carbon black, fumed silica, inkjet colorants, capacitor materials, aerogel, and cesium formate drilling fluids. For more information visit www.cabot-corp.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*