



For Immediate Release

Contact: Michele Roth, Birdair, Inc.

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

Date: December 9, 2010

Birdair, Inc. Establishes Presence in Brazil with “Taiyo Birdair do Brasil, Ltda.”

BUFFALO, NY... Birdair, Inc., the leading specialty contractor of lightweight long-span roofing systems and tensile structures throughout the world, and a member of the Taiyo Kogyo group, has opened its subsidiary “Taiyo Birdair do Brasil, Ltda.” in Sao Paulo, Brazil. The sales-support office will expand the presence of Birdair and the Taiyo Kogyo group in South America and provide better sales support to prospects and customers in the region.

Brazil will host the 2014 Fédération Internationale de Football Association (FIFA) World Cup and 2016 Summer Olympic Games. With large-scale project planning underway for sports, transportation and hospitality facilities to support these events, there is a strong need for projects utilizing a Birdair tensile membrane structure.

“We are excited to work closely with the architects, engineers, building owners and developers in Brazil on tensile architecture projects and show the benefit of Birdair’s lightweight tensile structures,” says Ian Wright, Brazil Proposal Manager at Birdair, Inc. “With the upcoming 2014 FIFA World Cup and 2016 Summer Olympic Games, the region is ripe with sustainable architecture projects that can support these world-class events.”

As a full-service specialty contractor, Birdair offers complete design and engineering assistance and solutions throughout the design-build process, and has completed more than 1,200 tensile architecture installations worldwide. Learn more at www.birdair.com.

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.

###