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***Ribbon-cutting Ceremony Held for fiberAmerica's State-of-the-Art
Cellulose Insulation Manufacturing Facility***

Allentown, PA – October 22, 2009 – [fiberAmerica](http://www.fiberAmerica.com), an innovative manufacturer of consistent, high quality and environmentally-friendly cellulose fiber insulation products, is holding a ribbon-cutting ceremony today for the opening of its 61,000 square-foot manufacturing facility at 7072 Snowdrift Road in Allentown, Pa. The state-of-the-art plant enables the company to consistently manufacture technically-superior cellulose fiber insulation products and easily serve contractors, distributors, architects, engineers and government agencies in the northeastern U.S. and international markets.

“This is an exciting day for the team here at *fiberAmerica*,” said David A. Johnson, president for *fiberAmerica*. “We are extremely proud of our facility and our ‘Green Seal’ product line of cellulose insulation products. Our management team has extensive expertise in the industry and has in-depth installer experience, providing us with a thorough understanding of the challenges and needs of insulation installers. With the market demand for more green-building products, we believe this is the right time and place to launch our company.”

The Green Seal product line uses high quality recycled paper and environmentally-friendly fire-retardant materials in its manufacturing process. As a result of its excellent insulating properties, it reduces energy consumption and provides superior acoustical insulation assets compared to fiberglass insulation. Cellulose insulation is safe and non-toxic to installers and building inhabitants - promoting a healthier environment.

The ribbon-cutting ceremony is being held from 3:30 to 6:30 p.m. at the new manufacturing facility. Remarks will be offered by Don Cunningham, executive director for Lehigh County and Edward Earley, chair of the Upper Macungie Township Board of Supervisors. Other public officials expected to attend include Percy Dougherty, chairman, Lehigh County Commissioners; Ellen Kern, chief of staff for Senator Pat Browne; and Janet Smith, Development Specialist, Governor’s Action Team, Department of Community and Economic Development. A tour of the plant will follow the ribbon-cutting ceremony.

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For a photo of the facility and/or the ribbon-cutting ceremony, please contact Karen Higgins at 610-831-5723 or khiggins@aandecomm.com.

About *fiber*America

[fiberAmerica](http://www.fiberamerica.us) is an innovative manufacturer of consistent, high quality and environmentally-friendly cellulose fiber insulation products. Based in Allentown, Pa., the company is conveniently located to serve contractors, distributors, architects, engineers and government agencies in the northeastern United States and international markets. Manufactured in the most technically-advanced production facility in the industry and using high quality recycled paper, *fiber*America's "Green Seal" product line provides superior acoustical insulation properties, reduces energy consumption and promotes a healthier environment.

For more information on *fiber*America, visit www.fiberamerica.us.

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