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fiberAmerica's George Day Elected to Keystone Energy Efficiency Alliance Board of Directors

Allentown, PA – May 16, 2011 – [fiberAmerica](http://www.fiberamerica.com), an innovative manufacturer of consistent, high quality and environmentally-friendly cellulose fiber insulation products, today announced that its director of business development, George Day, has been elected to the board of directors for the [Keystone Energy Efficiency Alliance \(KEEA\)](http://www.keea.org). This non-profit organization is dedicated to energy efficiency market transformation in Pennsylvania through advocacy, education and training.

“Energy efficiency is a major issue across the country and like many states, the Pennsylvania energy market has gone through a major transformation this past year,” explained Mr. Day. “Our team at *fiberAmerica* understands that it is not enough to just offer energy-efficient insulation solutions, but to also become active in organizations like KEEA that are making major strides in transitioning the state to a cleaner energy economy. I look forward to my involvement with KEEA and helping to make a difference.”

Mr. Day has been with *fiberAmerica* since it was founded in 2009. He was instrumental in working with the founder to develop the idea for the environmentally-friendly cellulose insulation company, bringing the idea to maturation, including securing a \$1.3 million investment from the Commonwealth of Pennsylvania and building multiple partnerships that have been essential in the growth of the company. Prior to joining *fiberAmerica*, Mr. Day was the founder and principal of Day Wealth Management, LLC, where he assisted the firm's clients in investing in non-traditional growth assets, such as limited partnerships and private equity investments. He earned his B.S. degree in finance from Susquehanna University.

About *fiberAmerica*

[fiberAmerica](http://www.fiberamerica.com) 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, *fiberAmerica's* “Green Seal” product line provides superior acoustical insulation properties, reduces energy consumption and promotes a healthier environment.

For more information on *fiberAmerica*, visit www.fiberamerica.us.