

FIRST IN PHOENIX - SOLAR REFLECTIVE COOL PAVEMENT

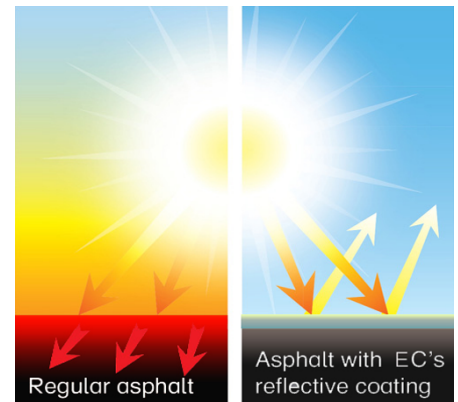
“Cool Schools Initiative” Paves the Way

FOR IMMEDIATE RELEASE, SEPTEMBER 7, 2010 (Phoenix): With asphalt temperatures soaring above 200° F in Phoenix this summer, one company has volunteered to help cool down the schools. Under the “Cool Schools Initiative” Emerald Cool Pavement (emeraldcoolpavements.com) is changing communities by donating labor and materials in the first “Solar Reflective Cool Pavement” offered for school playgrounds, beginning with the City of Scottsdale.

Heat is the number one cause of weather related deaths in the United States, and Phoenix is #1 in the nation. We have all suffered the heat this summer, but with the start of school, kids are now facing the last months of summer at dangerous levels of heat generated by asphalt school yards. What most people don’t know is that the thermal heat radiated from the asphalt remains between 1 to 4 feet from the surface. This is the “hottest zone” where your children are expected to go outside at recess and play. The truth is that kids are at risk of heat stroke at school as a direct result of physical activity in excessive heat during recess.

What is “Cool Pavement?”

Because asphalt pavement is black in color, it absorbs and holds heat. On a typical 100°F Phoenix day, old asphalt averages 150°F and fresh asphalt can top 225°F. “Cool Pavement” is a term developed by the EPA to describe surfacing materials for pavements that can reduce this heat; solar reflective surfaces are cool. The development of “Emerald Cool Pavement” testing by Lawrence Berkeley California Labs (DOE) and Nano-Engineering based upon MIT research to develop a durable “cool coating” that can reduce surface heat of asphalt by 50°F. Lowering surface heat of asphalt also saves energy by reducing the demand on the air conditioning in adjacent buildings.



Environmental and Health Benefits are proven:

- Reduces surface heat of asphalt up to 50°F
- Helps clean the air; reduces smog 15% (NOX)
- High Performance Thin Cement; long term durability
- Non-Toxic, applied with rollers; anyone can do it
- Protects and preserves the service life of asphalt
- Coated surfaces are open to use within 4 hours
- LEED Green Certified under Section 7.1 (USGBC)
- Carbon Offset Credits under UNFCCC & CCX
- Available in All Colors



HOT ASPHALT



COOL PAVEMENT



Phoenix First: Scottsdale Unified School District

The first “Cool Schools” Solar Reflective Cool Pavement in the United States will be installed at Scottsdale Unified School District, Cochise Elementary School. Teal Blue (photo) has been selected to match the school’s color theme. Charter Schools, UC Davis and other participating schools are to be announced shortly. Scottsdale’s event is scheduled for September 2010. Phoenix contractors and educators who want to learn about “Emerald Cool Pavement” are invited. Food and refreshments will be served. For an invitation, or more information, contact Pam DuBois Pyska, Media Relations at 480 202-3176.