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-Parksite and bpEnnovations Launch Aerix™ – A New Standard in Roof Ventilation and Moisture Management-

April 20, 2010 - Rutland, VT – bpEnnovations along with industry leader Parksite, introduced the Aerix Roof Ventilation System at the recently held JLC Live Residential Construction Show with an informative booth enhanced by an exclusive American Express® Card giveaway.

The Aerix Roof Ventilation System is a patented cost effective solution to a very common construction problem related to roof insulation and ventilation. The Aerix system answers strong demand by general contractors, framers, roofers and insulation installers throughout the U.S. and Canada for a more effective roof ventilation system that is easier to install than existing marketplace products.

Aerix consists of a preformed panel system made from recycled plastic that adapts to all roof slopes and can be used with all types of insulation-including spray foam. The eave baffle vent component includes an insulation dam and vent channel to protect the insulation from wind washing and moisture while providing complete ventilation at the underside of the roof sheathing. A continuation panel interlocks with the eave baffle vent for extending the vent channel in low slope roofs with attics and cathedral ceiling applications providing an unobstructed path for airflow at the underside of the roof deck that allows moisture a path of escape from the roof assembly. Aerix is the first to provide a system for a ventilated spray foam roof assembly.

JLC Live was held at the Rhode Island Convention Center, in Providence on March 26th and 27th. The show brought thousands of residential construction professionals from across New England together to perfect their skills and build their businesses by networking with exhibiting companies and receiving hands on training with live building clinics while attending the educational conference.

“JLC Live was the perfect venue for bpEnnovations to introduce Aerix in conjunction with our distribution partner Parksite,” commented bpEnnovations CEO, Kirk T. Moore.

Along with Parksite, bpEnnovations added to an incredibly busy and well attended Aerix booth by raffling off three American Express Gift Cards. “Aerix is another innovative product that fits perfectly into our product offering and falls right in line with our history of solution based products and will allow our customers to offer builders a better way to ventilate and insulate roofs,” adds Jim Daniels, Vice President of New Products for Parksite. “Their booth at JLC Live rightfully and expectedly drew sincere interest on its own merit. The American Express Gift Card giveaway brought an added benefit for the many interested attendees.”

1st place in the drawing went to Scott Firth of Winnisquam, NH who won a \$500 American Express Gift Card. The 2nd place prize of a \$300 American Express Gift Card went to Scott Bailey of Sam P. Naples &

Son in Colchester, CT while the 3rd place price of a \$150 American Express Gift Card was captured by Joe Witt of Apple Construction in West Burke, VT.

Aerix is exclusively distributed by industry leader Parksite, servicing the building industry as a wholesale distributor offering a wide range of exterior and interior building materials.

For more information on Aerix or bpEnnovations, please call (877) 475-9360 or visit www.bpennovations.com.

Parksite is a sales, marketing and distribution organization headquartered in Batavia, IL. Parksite offers specialized products, training and value-added services to market segments within the building industry. Nationally, Parksite has 12 locations and over 275 employee-owners. More information about Parksite and its products is available at www.parksite.com.

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