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Press
Release

iCRETE ANNOUNCES NEW FAMILY OF MARINE CONCRETES

**IMMEDIATE
RELEASE**

- *iCrete offers worldwide some of its most capable and durable concrete mix designs – designs intended for use in seawalls, roadways, bridge pilings, piers and locks that abut or cross vital waterways.*
- *iCrete's newest mixes are specially designed to withstand even the assault of a hostile saltwater environment and meet the lifespan and structural reliability standards set by the most demanding mega-projects.*

Los Angeles, CA – February 4, 2010 – iCrete LLC, a clean technology leader and the world's premier concrete technology company, announced today the introduction of a new family of advanced marine concretes.

Said iCrete's President and Chief Operating Officer, Tom Schneider: "iCrete is pleased to offer worldwide some of its most capable and durable concrete mix designs – designs intended for the harshest marine environments on the planet."

Seawater in constant motion provides a continuous chemical attack on materials, with weather extremes and the constant impact of waves and splash zones further worsening an already dynamic and corrosive environment. Construction of concrete seawalls, roadways, bridge pilings, piers and locks that abut or cross marine waterways encounter some of the toughest and most threatening conditions on the planet – and expectations for a service life that may extend a century or more.

Said Schneider: "Bridges and tunnels may extend miles from point to point and carry traffic and freight across national borders and international waterways in good weather and bad. iCrete's newest mixes are specially designed to withstand even the assault of a hostile saltwater environment and meet the lifespan and structural reliability standards set by mega-projects such as these."

Senior and technical staff currently at iCrete bring to the company experience and skill in the design, construction and operation of massive concrete structures in marine environments going back more than twenty years – including the ten-mile Great Belt Fixed Link, the first physical connection between Denmark and Sweden, and the eight-mile Confederation Bridge that links Prince Edward Island to the eastern shore of the Canadian mainland.

Said iCrete Chief Scientist Dr. Per Just Andersen: "The Danish and the Canadian bridges were built to cross and survive some of the roughest salt water passages in the Northern Hemisphere and are today considered engineering marvels, largely because of the sturdy concrete mixes and advanced concrete technology used in their construction."

ABOUT iCRETE

iCrete LLC ("iCrete") is a leading provider of integrated connectivity and computing solutions that will revolutionize the concrete and construction industry. iCrete has developed the industry's first Internet enabled computing platform: the iCrete Link. The iCrete Link is the



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digital backbone for iCrete's unprecedented suite of business solutions that increase the efficiency and performance of ready mixed and precast concrete production.

iCrete's business solutions include a proprietary mix-design application. iCrete Mix Designs contribute to a significant and immediate reduction in demand for cement, a product responsible for 5-7% of worldwide greenhouse gases, saving producers money and lowering their environmental impact. iCrete is currently in trials with a top three global concrete producer with over 1,000 concrete plants.

Based in Los Angeles, iCrete has validated its technology around the world; signature projects such as 1 World Trade Center and Beekman Tower in New York and the largest concrete producer in the United Arab Emirates currently benefit from iCrete's business solutions.

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