

PLATINUM Advanced Technologies, Inc.

FOR IMMEDIATE RELEASE

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**Platinum Technology™ Helps Local Resident
Build it Back Stronger... Smarter... Better...
In New Orleans...**

Jerome Jordan's home was one of the 275,000 lost to the destruction of Hurricane Katrina. When he returned from Texas, rather than try to sift through the mud and wreckage six and a half feet of water had left, Jordan decided to tear it all down, and start from scratch.

He wasn't satisfied with re-building the same home out of stick or block; he wanted something stronger and he wanted to contribute to an environmentally-conscious effort – he wanted something GREEN! Jordan began researching alternative building products which lead him to a company called Platinum Advanced Technologies Inc.

Platinum Technology™ is the greatest advancement in building envelope construction in decades. Its innovative composite combines the structural strength of recycled light gage steel and the energy efficiency and superior R-Values of polyurethane insulation into a single building product for walls, ceilings and roofs.

Homes have been engineered with Platinum Ultimate™ products to provide superior strength, withstanding 150+ mph winds with high debris impact resistance. The closed cell

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polyurethane foam insulation provides R-Values up to 38.5, allowing for a low ton air system which can drastically cut energy bills.

Building a home with Platinum products begins by “Platinumizing” house plans, meaning panels are designed to accommodate each set of plans. In addition to the added strength and insulation “Platinumizing” provides a tighter envelope and little to no waste at the job site, which reduces landfill burdens and helps the environment.

There are no volatile organic compounds in Platinum products which provide home owners with a cleaner, healthier, indoor air environment. Without wood for insects and mold to attack, these panels are decay resistant. Platinum will also provide a list of ways these panels can contribute to LEED points. Add the quicker construction time, the fire resistant properties, reduced labor costs and number of subcontractors required, and the choice is easy – Platinum Advanced Technologies.

“Many people have been impressed with the product when they pass by. They are amazed and stop to inquire about it.” Jordan said while speaking about his experience building with Platinum Technology. Jordan’s new home offers peace of mind, a cleaner and healthier indoor environment, “but most of all,” Jordan said, “I’m really looking forward to saving in the long-term.”

There are thousands of homes yet to be built in New Orleans and other areas affected by Katrina. Builders and home owners need to be aware of today’s environmental issues, it’s time to use improved and innovative methods for building so New Orleans is rebuild stronger, smarter and better! Building with Platinum Technology will help.

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Note to Editor:

➤ See www.platinumadvanced.com for further information

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