

## **Integrity Block Selected by AlwaysOn as a GoingGreen Top 100 Winner**

*Recognized for game-changing technology and market value*

**LOS ALTOS, CA — September 4, 2008** — Integrity Block, a manufacturer of sustainable building materials, today announced that it has been chosen by AlwaysOn as one of the GoingGreen Top 100 Winners. Inclusion in the GoingGreen 100 signifies major developments in the creation of new business opportunities in the green technology industries. Integrity Block was specially selected by the AlwaysOn editorial team and other industry experts spanning the globe, based on a set of five criteria: innovation, market potential, commercialization, stakeholder value, and media buzz.

Integrity Block and the GoingGreen Top 100 Companies will be honored at GoingGreen 2008, scheduled to occur on September 15-17, 2008 at Cavallo Point in Sausalito, CA. This two-and-a-half-day executive event features CEO presentations and high-level debates on the most promising emerging green technologies and new entrepreneurial opportunities. At GoingGreen our editors will also honor the GoingGreen 100 Top Private Companies. Fifty top CEOs will pitch their market strategies to a panel of industry experts in our “CEO Showcase.”

“The GoingGreen Top 100 winners have excelled in key strategic areas in the global clean energy technology markets,” said Tony Perkins, founder and CEO of AlwaysOn. “We congratulate them for their success in introducing new tools, services, and systems that are driving the next phase of greentech innovation and transforming the biggest industries on earth.”

Integrity Block has introduced the first green replacement for standard concrete block. Integrity Block products require 40% less energy to create, emit 39% less CO<sub>2</sub>, and are made with up to 50% pre-recycled content. Benefits for commercial and residential builders include a more natural finish, possible LEED credits, and no change to the building process. Integrity Block plans to release its landscape line in September, followed by its structural and architectural line in November.

A full list of all the GoingGreen Top 100 Winners will be published on the AlwaysOn Web site on September 4th at <http://alwayson.goingon.com/permalink/post/28868>

“We are honored to be recognized by AlwaysOn and included in the GoingGreen Top 100,” said Trevor Stout, founder and CEO of Integrity Block. “The impact that buildings play in global climate change is substantial, and we are excited to be doing our part to curb the effects.”

**About Integrity Block**

Integrity Block, a manufacturer of sustainable building materials, provides the first green replacement for concrete block. The company's mission and values are aligned to deliver products that are environmentally friendly yet meet the same performance standards as existing materials. Integrity Block products offer a seamless concrete block replacement for structural, architectural, and landscape applications that can generate valuable LEED credits. For more information, visit the web site at [www.integrityblock.com](http://www.integrityblock.com).

### **About AlwaysOn**

AlwaysOn ignited the open-media revolution in early 2003 by being the first media brand to launch a community blog network. In 2004, AlwaysOn continued to lead the industry in innovation by engaging its bloggers in a social network. AlwaysOn is also revolutionizing the media business by applying its open-media principles to its executive event series (Stanford Summit, OnHollywood, Breakout, OnMedia, GoingGreen, NordicGreen, and Venture Summits East and West) and quarterly print "blogzine". No other media brand has dared to create such open interaction with its readers and event participants.

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