



Microposite, Inc. Corporate Fact Sheet

- Founded:** December 2006
- Status:** Privately held
- Headquarters:** 20 Corporate Dr.
Auburn Hills, MI 48326
- Website:** www.microposite.com
- Key Leadership:**
- Marc Carlson – President & CEO
 - Bruce Potts – CFO & Vice President of Operations
 - Keith Krach – Chairman of the Board
- Investors:** DFJ Element, Nth Power, Michigan 21st Century Investment Fund managed by Credit Suisse
- Market Milestone:** Microposite is introducing the first new category in residential siding in more than 20 years. The U.S. building construction industry is a \$682 billion industry that spends in excess of \$10 billion annually on exterior siding.
- Overview:** Microposite, Inc. is a clean-tech company that has developed a revolutionary technology that delivers products with unsurpassed performance in traditional marketplaces. Remarkably tough yet incredibly lightweight, this closed-cell technology allows for a superior product that is easy to transport and install, water resistant, energy efficient and provides the beauty of real wood.
- Availability:** Distribution is offered through an exclusive partnership with BlueLinx Holdings, Inc., the largest building materials distributor in the US. Products will be first available in select markets in the Northeast region of the United States.
- Market Trends:** **Clean Tech / Environmentally friendly**
- Patented closed-cell technology keeps moisture out and provides superior insulation performance, for greater energy savings
 - Energy efficiency (R-Value) is 1.5x higher than wood siding; 3.5 times higher than fiber cement
 - Low-energy, self-curing manufacturing process
 - Lightweight boards for distribution efficiency
 - Does not release harmful substances when cutting
 - Premium 7/16" boards deliver the natural dimension and grain finish of real wood
- Microposite Advisory Council:**
- Christine Ervin - President, Christine Ervin/Company; Past President & CEO, U.S. Green Building Council; past U.S. Assistant Secretary of Energy
 - Henry Green – President, National Institute of Building Sciences; Immediate Past President, ICC
 - George R. Judd - President and COO, BlueLinx Holdings Inc.
 - J. Michael Bowman - Chairman and President, Delaware Technology Park
 - Paul Roessel – Past VP of Growth Initiatives, Johns Manville
 - J. Roger Glunt - Past President, National Association of Homebuilders
 - Elizabeth Browning – Co-founder and CEO LLuminari Inc.; Past President, Dupont Consumer Health
 - William A. Millichap - Co-Chairman, The Marcus & Millichap Company
 - Mary Petrovich - CEO, AxleTech International
 - Catherine Tredway - President, Barn Owl Designs
 - Harry Safstrom - CEO, Confluent Consulting