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***THE INSULATION CONTRACTORS ASSOCIATION OF NEW YORK CITY, INC.
HIGHLIGHTS BENEFITS OF ASSOCIATION MEMBERSHIP THROUGH INTEGRATED
MARKETING CAMPAIGN***

NEW YORK—May 12, 2009—The Insulation Contractors Association of New York City, Inc. (ICA), announced today that the association will launch an interactive marketing campaign to highlight the benefits of membership in the ICA and the value its contractor members provide to the construction industry. The ICA is the leading management association representing commercial and industrial insulation contractors, including representation in collective bargaining negotiations with the International Association of Heat & Frost Insulators & Allied Workers Local 12 of New York City.

The ICA is committed to take positive steps to protect and advance the industry by gathering and sharing information and by discouraging unfair methods of competition. The association is comprised of the highest quality insulation contractors in the industry, and members of the ICA complete a wide-range of complex insulation assignments, including industrial and commercial insulation installation, insulation repair, firestopping and maintenance services.

The ICA is dedicated to improving workplace safety practices as well as the safety of the general public. The ICA works closely with the apprentice training center operated by Local 12 to ensure that the latest safety, technology and skill training is offered to apprentices through classroom training and hands-on experience. ICA understands that a successful project cannot be completed without the investment in safety and skill training.

Association membership has numerous business benefits, including:

- Collective Bargaining Representation
- Legislative Advocacy
- Networking and Business Development Support
- Access to the Latest Safety & Training Courses and Curriculums
- Contractor Education
- Collaboration

The upcoming ICA marketing campaign will be launched through a series of public relations and outreach initiatives, including the launch of a new association website, newsletter publication and seminar programs designed to educate owners and contractors about the value provided by members of the ICA. Today, member of the ICA are available to assist property owners, developers and contractors to design energy-efficient insulation solutions, ensuring that

buildings are operating as cost-effectively as possible.

About The Insulation Contractors Association of New York City, Inc.

The Insulation Contractors Association of New York City, Inc. represents both small and large commercial and industrial insulation contractors. While the size of our member contractors' businesses may vary, there is a common bond of professionalism to be found among ICA members. The organization is dedicated to furthering the insulation industry in the New York City Metropolitan region. Through annual conferences, newsletters and educational sessions, ICA keeps members informed of changes in government legislation, technical innovations and other relevant information applicable to the construction industry. The Association's website can be found at www.icanyc.org. The organization's new website will be launched in late Spring 2009.

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