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PRESS RELEASE

Solamatrix, Inc. Releases New IQue™ Spectrally Selective Solar Control Film

St. Petersburg, FL, May 5, 2009: Solamatrix, Inc. has recently released IQue, its newest line of spectrally selective solar control window films. IQue is engineered by V-Kool and is being launched in several markets including the United States, Canada and Europe.

IQue films are virtually clear yet are capable of blocking over half of the sun's heat without drastically changing the appearance of glass. Combining high-performance solar control with high visible light transmission, IQue films provide a virtually transparent protective barrier against the sun's heat and radiation. This is the perfect solution for architects, building project managers, businesses and homeowners who seek to make glass not only visually appealing but more environmentally friendly and cost efficient.

"Our IQue 78FG is a full-fledge, spectrally selective film with improved solar heat rejection properties over clear glass. The key advantage of this film is its high visible/natural light transmission (75%), which is often required for certain architectural applications," says Jim Ford, Solamatrix international sales manager.

A significant advancement in surface and particle science led to the development of IQue's spectrally selective films. By tapping on the patented technology and perfecting multi-layer dielectric stack, (approximately 180 nanometers thick), IQue Spectrally Selective films are able to intelligently filter out unwanted and harmful infrared and ultraviolet rays while allowing a significant amount of visible light through.

At a time of heightened awareness of energy conservation, IQue is an ideal solution for those looking to help reduce their HVAC energy consumption and benefit from such rebate programs like the US Federal Tax Credit for residential energy-efficient home improvements. Dealers who carry this premium line of films are able to easily differentiate themselves by offering a highly advanced, premium product not easily matched by most other manufacturers, thus gaining an essential competitive advantage.

To assist dealers in their marketing efforts, Solamatrix offers an innovative line of IQue sales support materials including the IQue Demonstration House. Complete with two identically staged mini living rooms, the IQue house allows dealers to show the heat reduction advantages of IQue film versus clear glass or a competitive product.

IQue films are now available through Solamatrix. In the US, call 1-888-887-2022; internationally, call 727-327-2544.

Solamatrix, a subsidiary of Novomatrix, manufactures and globally markets a comprehensive family of solar control, safety and security window films for motor vehicles, homes and commercial property.

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