



William McDonough joins Serious Materials' Board of Directors

Sunnyvale, Calif. – November 4, 2009 – Serious Materials, a leading [energy-saving building materials company](#) in the U.S., today announced that William McDonough has joined the company's Board of Directors. Mr. McDonough is one of the leading architects in sustainable construction and the co-author of *Cradle to Cradle*. In conjunction with the appointment, [VantagePoint Venture Partners](#), where Mr. McDonough serves as a Venture Partner, has invested in the company.

"Reinvention within the built environment represents a critical opportunity we have for creating a future world that is economically viable, resource effective, clean, and comfortable", said William McDonough, VantagePoint Venture Partner and Senior Advisor. "Serious Materials' focus on the reinvention of the materials is critical to today's new industrial revolution, and represents one of the few pure-play companies to embrace this vision. I am honored and excited to lend my experience to this already fast growing company." William McDonough is also founding principal of William McDonough + Partners, an internationally recognized design firm, co-founder of McDonough Braungart Design Chemistry, and co-author of *"Cradle-to-Cradle: Remaking the Way We Make Things"*.

"Adding William McDonough to our board is a pleasure and an honor. His insight into creating clean materials is second to none, and will help us grow in ways we could only imagine a few short years ago" said Kevin Surace, CEO, Serious Materials. "In addition, we are honored to have VantagePoint Venture Partners as an investor in the company and look forward to working closely with one of the top teams in cleantech today."

William McDonough

William McDonough is the founding principal of William McDonough + Partners, an internationally recognized design firm and the co-founder and principal of McDonough Braungart Design Chemistry, which employs a comprehensive Cradle-to-Cradle design protocol to chemical benchmarking, supply-chain integration, energy and materials assessment, clean-production qualification, and sustainability issue management and optimization. Bill is a venture partner and senior advisor with VantagePoint Venture Partners, an investment firm with \$1 billion committed to Clean Tech investments. Winner of three U.S. presidential awards, Bill is a Consulting Professor of Civil and Environmental Engineering at Stanford University and Professor of Business Administration and Alumni Research at the University of Virginia Darden Business School. Bill is a graduate of Dartmouth College (BA) and Yale University School of Architecture (Master of Architecture).

About VantagePoint Venture Partners

VantagePoint Venture Partners is a leader in investing in 21st century technologies and



partners with entrepreneurs in the CleanTech, Healthcare and Information Technology sectors. With an extensive industry-leading investment team of experts, a broad network of important Strategic Partners and Senior Advisors, and more than \$4.5 billion in committed capital, the Firm has the depth of resources to help build transformative companies that are clear leaders in their fields. The Firm, headquartered in Silicon Valley with important offices in Hong Kong and Beijing, has investments in more than 70 companies, including notable CleanTech companies Better Place, Bridgelux, BrightSource Energy, Chemrec, MiaSolé, Ostara Nutrient Recovery Technologies, Premium Power, Solazyme, SuperBulbs, Tesla Motors and Tendril Networks. For more information, visit www.vpvp.com.

About Serious Materials

Serious Materials develops and manufactures sustainable green building materials that save energy, save money, improve comfort, and aggressively address climate change. Super-insulating high R-value [SeriousWindows™](#) reduce heating and cooling energy costs by up to 40%. [SeriousGlass™](#) super-insulating commercial glass has been installed in thousands of projects and offers the highest energy savings in the industry. [QuietRock®](#) soundproof drywall reduces material use, enhances livability, and supports dense urban construction. [EcoRock™](#) is the only true green alternative to gypsum drywall. Serious Materials products are manufactured in the company's five facilities across North America. SeriousWindows and SeriousGlass support energy efficiency funding programs as outlined under the [American Recovery & Reinvestment Act \(ARRA\)](#) including Weatherization (WAP), Green Federal Buildings, State Energy Program (SEP), Energy Efficiency – Conservation Block Grants, Energy Tax Credit for Consumers, and Tax Deductions for Commercial Buildings. The company was commended by both [President Obama and Vice President Biden](#) for its advanced energy-saving materials and the work it is doing to re-create American green manufacturing jobs. For more information, visit www.SeriousMaterials.com.

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