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Images available upon request

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Alpen High Performance Products Purchases Fiberglass Window Business from Serious Energy, Inc.

Boulder, Colorado (September 26, 2012) – Alpen High Performance Products (Alpen HHP, LLC), based in Boulder, Colorado, today purchased the assets of its Colorado-based fiberglass window and architectural glass operation from Serious Energy, Inc. of Sunnyvale, California. The company manufactures highly energy efficient fiberglass window and architectural glass products used in both residential and commercial applications.

The Colorado window and glass operation was founded by respected industry leader Robert Clarke in 1981 and was operated continuously under Alpen brand until its acquisition by Serious Materials (now Serious Energy, Inc.) in 2008. Alpen has a rich heritage as a market leader in developing energy-efficient window and glass products. The company is the nation's longest continuously-operating fabricator of glass systems that use suspended film technology to enhance performance. Alpen and its products are well represented in numerous successful projects with special window and glass needs, including the four Smithsonian museums, the National Gallery of Art and many others. Clarke recently led Serious Energy's highly successful project to replace more than 13,000 glass units in the Empire State Building in New York City.

Alpen's residential window products have been used in thousands of successful projects across North America—ranging from award-winning, cutting-edge, zero-energy, passive solar homes to thousands of dwellings in which occupant comfort and quality were the principal objectives.

The fiberglass window products previously sold under the SeriousWindows brand will now be sold under the Alpen brand. Alpen HPP, which manufactures and develops energy-efficient building products, sees the fiberglass window market as a continuing growth opportunity. "Fiberglass framed windows have gained significant market share over the past decade as has the ever increasing demand for higher performing window and glass products," says Brad Begin, CEO and one of the prior owners of Alpen before its sale to Serious. "We see this acquisition as an ideal opportunity to continue to build on the strong Alpen brand launched many years ago. Consumers and design professionals are increasingly interested in combining energy efficiency and comfort considerations with design flexibility, so we believe fiberglass will continue to experience growth as one of the preferred framing materials for super-high performance window products."

Serious Energy, which owned the company for four years, is working in tandem with Alpen HHP to ensure a seamless transition back to the Alpen brand. The company's operations and customer service staff will remain intact, and Begin expects the transition to go very smoothly due to a solid working relationship between Alpen HPP and Serious Energy. "As we grow our business to include other highly energy efficient products, we feel that Colorado offers a rich pool of talent for innovative green product development. We're in the right place at the right time. We have an outstanding dealer network and committed experienced team in place. As the economy begins to recover, we are well positioned to help raise the efficiency of new and existing buildings while accelerate our company's growth."

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About Alpen HHP

Alpen High Performance Products (Alpen HPP) is a pioneer and technology leader in the super-high performance glass and window industry. Headquartered in Boulder, Colorado, Alpen HPP is a leader in design and manufacturing energy

efficient building products, including fiberglass windows and architectural glass, for the residential and commercial building communities. For more information please visit www.thinkalpen.com or call 303-834-3600.