



PRESS RELEASE

ULTRATOUCH FEATURED IN USA TODAY

Cotton Insulation Featured On Front Page Of The Life Section

CHANDLER, AZ — December 17, 2004 —*UltraTouch Natural Cotton Fiber Insulation*, manufactured by Bonded Logic, Inc., was featured in USA Today, the nation's largest circulated newspaper. The December 17 issue included the feature titled, "*Builders Cotton To 'Bluejeans' Insulation*," on the front page of the Life section of the newspaper.

UltraTouch is an environmentally safe; non-itch insulation made from natural cotton fibers that offers exceptional acoustic and thermal performance with no formaldehyde or harmful chemical irritants used and requires no carcinogenic warning labels. **UltraTouch** is Class-A fire rated and is treated with an EPA registered fungal inhibitor for additional protection against mold/mildew and pests. **UltraTouch** was recently named the #1 Hottest Product of 2003 by *Qualified Remodeler* and *Design Build Business* magazines. Architects, designers, builders, and homeowners including *Bob Vila*, *This Old House*, *Children's Discovery Museum* and *Hewlett Packard Foundation Center* have used **UltraTouch** nationwide for both commercial and residential projects.

"We were excited to see UltraTouch featured in USA Today," said Scott Tonkinson, Marketing/Advertising Manager of Bonded Logic. "USA Today reaches millions of readers, many of which are homeowners who are looking for ways to improve their energy costs. **UltraTouch** offers them an opportunity to insulate their homes with a product that is safe for them and the environment."

Bonded Logic currently manufactures several natural fiber insulation products including **UltraTouch**, an environmentally safe, non-itch insulation made from natural fibers that offers exceptional acoustic and thermal performance with no carcinogenic warnings, formaldehyde, or chemical irritants used. **UltraTouch** is sold nationwide via building materials distributors and lumberyards. For more information visit www.BondedLogic.com.

###

For More Information:

Scott Tonkinson
Marketing/Advertising Manager
Bonded Logic, Inc.

411 East Ray Road
Chandler, AZ 85225
www.BondedLogic.com
Phone: 480-812-9114
Email: Scott@BondedLogic.com