



Joel Benway
847-999-2019
jbenway@aknightcompany.com

FOR IMMEDIATE RELEASE

June 23rd, 2004

**THE FIRST QUESTION POTENTIAL HOME BUYERS SHOULD ASK
Does the house have sound deadening in the walls and ceilings?**

New home, condo and town-home buyers should ask builders about sound deadening – before they buy.

Homebuyers are discovering the miseries of too little or no sound deadening the morning after they move in. Homeowners can significantly eliminate the noisy upstairs or next-door neighbor problems while their home is being built or remodeled. And they can do it for a very small relative cost.

Sound deadening is often neglected during the planning and construction phase; but homebuyers should expect and demand sound deadening as part of their investment.

SoundStop™ is a high performance, low cost, easy-to-install, environmentally friendly solution. It should be installed along with drywall in walls and ceilings to reduce sound and to deaden the sound of footsteps above.

The overall cost is minimal. For example, sound deadening with SoundStop™ costs about \$600 for an average-sized house – a mere fraction of the overall construction expense -- yet worth its weight in gold to the homeowner who can enjoy the peace and quiet of not hearing neighbors, barking dogs or traffic.

SoundStop™ was created for single homes, multifamily buildings and office buildings – as well as rehabs of existing buildings – including loft conversions of industrial buildings. SoundStop™ provides the type of privacy and quiet that is required in residential and office environments. SoundStop™ also helps ensure confidentiality in doctors' offices and hospitals.

Nationally available, SoundStop™ is manufactured in the United States and has a STC (Sound transmission class-measured in decibels) rating of 50 when it is installed with drywall. SoundStop™ is an earth-friendly fiberboard product made of 97% recycled or recovered wood or sugarcane fibers.

SoundStop™, manufactured by Knight-Celotex, LLC, is part of a family of building products that has a history of producing high quality, low cost fiberboard and other building materials.

-more-

“When developers buy old warehouses and factories, they often divide them into upscale residences,” said Jim Knight, Chief Executive Officer of Knight-Celotex, LLC. “SoundStop™ is perfect for all the dividing walls. It provides the type of privacy and quiet that is needed when converting old industrial buildings into loft apartments.”

SoundStop™ is equally effective in office buildings where conference rooms and offices require quiet and privacy. Sound deadening provides the atmosphere that is needed for a quality work environment.

Industry Standards of Acoustical Rating is High for SoundStop™

STC (Sound transmission class-measured in decibels) industry standards demonstrate sound deadening effectiveness:

- 50 Loud speech not heard (combined SoundStop™ and drywall)
- 45 Some loud speech barely heard
- 35 Loud speech heard; not understood
- 30 loud speech fairly well understood (standard drywall)
- 25 speech heard through walls or floors.

Knight-Celotex is headquartered in the Chicago suburb of Northfield, IL. The company is the world's leading manufacturer of fiberboard products for residential and commercial construction. Knight-Celotex brands include SoundStop® Sound Deadening Wall Systems, SturdyBrace® structural sheathing, Premium Wall Sheathing, Structodek® commercial roofing products, and Flexcell™ Expansion Joint Filler. Knight-Celotex manufacturing facilities are located in Danville, VA, Lisbon Falls, ME and Sunbury, PA.

Specific test results or installation information is available by calling 1-800-596-9699 or visit www.SoundStop.net

###