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DIRTT'S Breathe™ Living Wall Named a Sustainable Industries Top Green Building Product

CALGARY, AB: DIRTT Environmental Solutions' Breathe™ Living Wall is named a 2011 Top 10 Green Building Product by award-winning independent news source *Sustainable Industries*. The Top 10 Green Building Products guide is an annual digital and print publication profiling industry-leading green building products selected by a panel of expert judges and Sustainable Industries' editorial team.

Breathe was selected from more than 100 entries based on environmental performance, scalability/market impact, innovation, design aesthetic, value and compatibility with the U.S. Green Building Council's LEED rating system. Breathe is a simple (patent pending) system for incorporating plants into DIRTT Walls. Breathe mounts to the tile layer of the wall, can be retrofitted on existing DIRTT walls, and mounted to any flat, vertical building surface: gypsum, concrete, stone, etc. It is scalable and easily expanded from one panel to a monolithic wall of plants. Designers can incorporate Breathe living walls, or interior plantscapes, to bring nature indoors and beautify and detoxify interior spaces.

"The green building industry has seen unprecedented growth and change in the six years that *Sustainable Industries* has produced the Top 10 Green Building Products awards. This year's winners reflect the diversity of exciting opportunities in the green building space," says Brian Back, Founding Editor & Publisher of *Sustainable Industries*.

The winners were announced today in a web conference with Back and members of the judging panel, presented live from the West Coast Green Salon at PCBC 2011, a premier green building conference. The Top 10 winners are featured on Sustainable Industries' new micro-site at www.top10greenbuildingproducts.com, which includes 3D models of each product designed by San Francisco's Igloo Studios. Winners will also be highlighted in the July/August issue of *Sustainable Industries* magazine.

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DIRTT—‘Doing It Right This Time’ refers to creating unique workspace interiors with responsive, Agile Architectural Solutions. Self-expression and dynamic sustainability combine to produce customized, productive office walls that are award winning, sustainable, long-term assets. Further improving the process, DIRTT uses real-time, interactive 3D software called ICE®; a single software application for a fluid flow of information, from design and point-of-sale to the manufacturing floor, eliminating order entry errors and inter-application conflicts. DIRTT is based in Calgary, Alberta with a manufacturing facility in Savannah, GA and Green Learning Centres in Chicago, New York, Los Angeles and San Francisco.

Sustainable Industries and Sustainable Media Inc.— Sustainable Media Inc. is an independent media company providing news and analysis for West Coast business leaders paving the way for the new economy. It produces *Sustainable Industries*, an independent, award-winning business magazine, daily news and commentary online at sustainableindustries.com, a weekly newsletter, an in-depth webinar series, economic forums with local business leaders and policy makers, and annual business guides aimed at helping companies conserve resources. With offices in San Francisco, Portland and Seattle, *Sustainable Industries* connects the dots between the environmental and social components of the region’s economy, just as it connects the dots between leading sectors, to raise the stakes in a working definition of sustainable industries. For more information, visit www.sustainableindustries.com.