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World Economic Forum Recognizes Hycrete Founder

David Rosenberg Selected as 2010 Young Global Leader

CARLSTADT, N.J., May 11, 2010 – David Rosenberg, Hycrete Founder and Chairman, has been selected as a "Young Global Leader" by the World Economic Forum. The WEF, known for its annual meeting in Davos, Switzerland, recognized Mr. Rosenberg as part of an elite group of 197 young leaders from 72 countries around the world.

The honor, bestowed each year by the Forum, recognizes and acknowledges up to 200 outstanding young leaders from around the world for their professional accomplishments, commitment to society and potential to contribute to shaping the future of the world. David's leadership in sustainability and his involvement working with policy makers helped earn him the honor of Young Global Leader.



Young Global Leaders are selected from a variety of sectors such as business, government, academia, media, non-profit organizations and arts & culture, and from all regions of the world. Young Global Leaders engage in task forces that address specific challenges of public interest with the objective of shaping a better future. www.weforum.org/en/Communities/YoungGlobalLeaders/index.htm

"The World Economic Forum is a true multistakeholder community of global decision-makers in which the Young Global Leaders represent the voice for the future and the hopes of the next generation. The diversity of the YGL community and its commitment to shaping a better future through action-oriented initiatives of public interest is even more important at a time when the world is in need of new energy to solve intractable challenges," said Klaus Schwab, Founder and Executive Chairman of the World Economic Forum.

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Drawn from a pool of almost 5,000 candidates, the Young Global Leaders 2010 were chosen by a selection committee, chaired by H.M. Queen Rania Al Abdullah of the Hashemite Kingdom of Jordan, comprised of eminent international media leaders.

The Young Global Leaders 2010 reflect regional and stakeholder diversity. Mr. Rosenberg joins North America recipients include Elissa Goldberg, Director-General, Stabilization and Reconstruction Task Force, Department of Foreign Affairs and International Trade (from Canada); Evan Williams, Co-Founder and Chief Executive Officer, Twitter (from the US); Kevin M. Warsh, Board Member, Federal Reserve System (from the US); Marissa Mayer, Vice-President, Search Product and User Experience, Google Inc. (from the US); and Margo Drakos, Chief Operating Officer, InstantEncore.com (from the US), among others.

The 2010 honourees will become part of the broader Forum of Young Global Leaders community that currently comprises 660 outstanding individuals. The YGLs just convened at an annual summit – this year it was in Dar es Salaam, Tanzania, 2-7 May 2010, the first time in Africa and the largest ever gathering of YGLs – as well as at Forum events and meetings throughout the year. These events enable YGLs to build a strong and diverse community, to engender a better understanding of the global and regional agendas and to engage in initiatives to address specific challenges of public interest (read more about YGL task forces (PDF, 6 pages, 84 KB) or visit www.redesignourworld.com).

David, who just returned from Tanzania commented “I have been involved with the World Economic Forum since 2008 when Hycrete earned the Technology Pioneer honor for helping to innovate the concrete and construction industry. The World Economic Forum is a wonderful organization and becoming part of Young Global Leader community was humbling, inspiring and simply awesome. My focus at this summit was to spread the Cradle to Cradle philosophy and certification. Cradle to Cradle pushes stakeholders to consider smart design, smart chemistry, manufacturing processes including renewable energy, societal benefit and full life cycle including how materials are used after their useful life. I am proud that Hycrete admixture is a Cradle to Cradle certified material and hope that other manufacturers in the construction industry pursue the certification as well.”

For more information, please visit www.hycrete.com

About Hycrete Inc.

Based in Carlstadt, N.J., Hycrete, Inc. provides concrete producers, builders, designers, and owners with modern concrete construction technologies that deliver long-term water, vapor and corrosion protection. Hycrete's sustainable solutions, backed by industry-leading warranties, accelerate construction schedules,

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deliver cost savings and provide peace of mind. The company delivers integral waterproofing that eliminates the need for external membranes and offers admixtures designed to enhance concrete durability and keep water out of structures. Hycrete's vapor solution leverages the company's field service expertise to deliver superior moisture-protection solutions for flooring. The company focuses on sub-grade, grade, and super-grade water, vapor and corrosion protection. Applications include deep foundation slabs and walls, podium and plaza decks, roof, water treatment, parking and tunnel structures. For more information, please visit www.hycrete.com.

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