

SERIOUS ENERGY SELLS ITS QUIETROCK® BUSINESS TO PABCO BUILDING PRODUCTS

SUNNYVALE, Calif.--(BUSINESS WIRE)--Serious Energy, Inc. is pleased to announce the sale of its QuietRock® soundproofing drywall business to its longstanding industry partner PABCO Building Products, LLC. PABCO, which has long been a supplier to the QuietRock® business, will continue the manufacture of QuietRock® products at the QuietRock® plant in Newark, California.

Since its launch in 2002, the QuietRock® brand has become the North American leader in sound damped drywall. QuietRock® products provide a reliable, easy-to-install and cost-effective noise reduction solution for commercial and residential applications. QuietRock ES, the brand's fast-growing E-Z SNAP product, delivers the combination of exceptional Sound Transmission Class (STC) ratings and the ability to be scored and snapped like standard drywall, making it the preferred choice of professionals. Although they have broad market appeal, QuietRock® products meet the exacting requirements of architects involved in sound attenuation.

PABCO Building Products is an industry leading manufacturer of gypsum wallboard, paper and roofing products. PABCO is a subsidiary of family owned Pacific Coast Building Products, a supplier of a wide range of building products and services to the construction industry with over 70 facilities located in 9 western states and Canada.

"Given our long history with PABCO, we were happy when they sought to acquire the QuietRock® business. We look forward to a smooth transition," said Tassilo Baeuerle, the President and CEO of Serious Energy.

PABCO Building Products President Ryan Lucchetti added that "With this acquisition we are gaining innovative technology, strong talent and a respected brand that expands our existing portfolio of industry-leading building products."

For more information, visit www.paccoast.com and www.SeriousEnergy.com

Contacts:

Serious Energy
info@seriousenergy.com

Pacific Coast Building Products
Elaine Keane, Market Director
Elaine.Keane@Paccoast.com