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Press  
Release

**ICRETE ANNOUNCES INTERNATIONAL OPERATIONAL DEPLOYMENT OF  
ICRETE LINK SYSTEM FOR CONCRETE PRODUCTION WORLDWIDE**

**IMMEDIATE  
RELEASE**

- *Installation by Unibeton Ready Mix in Abu Dhabi, the first outside North America, sets and confirms a new world standard in the manufacture of concrete.*
- *Robust, two-way, real-time quality control and batch monitoring system will transform concrete industry worldwide.*
- *The combined total volume of just the first seven plants equipped with iCrete Link will exceed one million cubic yards on two continents in the first year.*

**LOS ANGELES, CA – April 22, 2009** – iCrete, a clean technology leader and the world's premier concrete technology company, has announced the deployment by Unibeton Ready Mix of Abu Dhabi of its new iCrete Link System, an advanced two-way communication and control channel that presents and tracks production and materials quality for advanced concrete mixes. The Abu Dhabi installation is the first done outside North America.

*(Video of iCrete production at Unibeton Ready Mix is now available for online viewing at [http://www.icrete.com/Unibeton\\_Video.wmv](http://www.icrete.com/Unibeton_Video.wmv) on the iCrete website.)*

Unibeton Ready Mix, the largest concrete producer in the United Arab Emirates, installed the iCrete Link system in the first two of Unibeton's 22 batching plants in March 2009. Unibeton's other plants will follow shortly.

The very first deployment of the advanced new quality control and batch monitoring system was done in 2008 at Plants 139 and 204 of the Atlantic County Concrete Company in New Jersey. Atlantic County is providing concrete to the twin towers of the new oceanside Revel Resort in Atlantic City, designed by avant-garde architect Bernardo Fort-Brescia, founder of the Arquitectonica firm in Miami.

The robust system has been installed and is operational at seven plants worldwide which are now providing live information feeds to a new iCrete International Service Center in the United States – information delivered in near real time, in some cases from locations nearly 9,000 miles distant. The combined total volume of the first seven plants equipped with iCrete Link will exceed one million cubic yards on two continents in the first year.

Said Juan Carlos Terroba, iCrete Chief Executive Officer: "This installation by Unibeton in Abu Dhabi sets and confirms a new world standard in the manufacture of concrete. The introductory version of the iCrete Link immensely strengthens the ability of producers to precisely control advanced concrete mix characteristics and ensure the satisfaction of increasingly demanding applications required by architects and engineers."



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Added Terroba: “iCrete Link now delivers what an entire worldwide industry has been waiting for. Every industry has profited significantly from the data integration and data mining enabled by the general purpose computer over the past 35 years – but the concrete industry has lagged behind, with its relevant production and quality control information dispersed, and an opportunity missed to integrate knowledge from the field in real time, to dramatically reduce costs, and to improve the industry’s production efficiency. For producers who are mixing and pouring the complex concretes demanded by high rise buildings and environmentally conscious infrastructure projects, a more fact-based, precise and computerized control of quality is absolutely essential.”

Said Dr. Manfred Sautner, senior vice president of product development: “iCrete is determined to provide world-class quality assurance to its producer customers worldwide. With the iCrete Link, it takes us only a few seconds to analyze a production ticket from any equipped plant anywhere in the world so that we can alert our customers about irregularities. What has been deployed so far is a remarkable step forward for an industry in desperate need of help.”

Added Sautner: “Under development at iCrete, and building on the newly deployed Link system, is something even more radically transformational. iCrete will soon be introducing a fully integrated system which correlates the real-time production information received via the iCrete Link with raw material information, concrete field and test data – thus providing full quality control. Our vision is a fully automated real time quality assurance and mix management system through which all of a customer’s mix data will be managed centrally and updated directly into the producer’s existing batch control system.”

### **About iCrete**

iCrete is a clean-technology provider of advanced concrete production systems to the construction industry. iCrete’s mission is to elevate the construction and concrete industries to a new standard of profitability, standardization, and environmental stewardship. iCrete’s core business is licensing the iCrete System, a mix design and quality solution for concrete producers, which is transforming the way ready mixed and precast concrete is designed, produced and used worldwide. For more details, visit us at [www.icrete.com](http://www.icrete.com) on the Web.

### **About Unibeton Ready Mix**

Unibeton Ready Mix is the largest ready mix concrete producer in the UAE and is well known for its highly acclaimed self-compacting concrete. With its focus on product innovation and extensive research and development capabilities, Unibeton delivers on product leadership coupled with operational excellence through distribution capabilities that span the United Arab Emirates. Unibeton has an impressive repertoire of supply contracts including the world-famous Jumeirah Palm Island in Dubai; the engineering marvel, Sheikh Zayed bridge in Abu Dhabi and the intricate Ferrari Themed Park on Yas Island in Abu Dhabi. For more details, visit Unibeton on the web at [www.unibetonrm.com](http://www.unibetonrm.com) for more information.



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