

Energy-Efficient Smart E Glass® from Innovative Glass to be Featured on Discovery Channel's *Mega-Engineering Program* – “The Mile High Skyscraper”

September 22, 2009 , Plainview, NY - Innovative Glass Corp.'s smart **E Glass®** will be featured in the “Mile High Skyscraper” episode of a new television series for **Discovery Channel** called *Mega-Engineering*.

The program, which is scheduled to first air on Wednesday, September 30, 2009 at 10PM ET, explores whether humans could build “Extopia” – a mile-high skyscraper – in the future, and emphasizes the strategic role that Innovative Glass's **E Glass®** product line could have in sustainable building design.

Specific details of the episode have yet to be released publicly, but the intensive 3-day film shoot covered an exclusive beginning-to-end inside look at the manufacturing process of **E Glass®**. Portions included filming and interviews in the labs and Design Center of Research Frontiers Inc. (NASDAQ: REFR), the developer and licensor of patented SPD-SmartGlass, a detailed look at how both the SPD-Smartglass and LC Privacy Glass technologies work, as well as the fabrication, lamination, and operation of the finished **E Glass®** panels. The filming also included the installation of E Glass® on the 84th floor of the Sears Tower in Chicago, IL.

Although the program is set in the future, **E Glass®** is a high-performance glazing technology from Innovative Glass that is commercially available now and has the ability to tint, shade, or switch to private on demand. It includes two types of dynamic glazings, and is currently offered in windows, skylights, partitions, doors, atria and a variety of other products. The first is SPD-SmartGlass, which gives users the ability to instantly adjust the tint of the glass to any point between very dark and clear, through either manual or automatic control systems. The second is LC Privacy Glass, which allows users to switch the glass between clear or opaque states to achieve privacy as needed. The use of **E Glass®** can save on energy costs by more effectively managing solar heat gain and thus heating and cooling loads, as well as by reducing the need for artificial lighting through daylight harvesting.

Steve Abadi, Chairman and founder of Innovative Glass noted, “Some of our more visible commercial installations of SPD-SmartGlass and LC Privacy Glass earlier this year caught the attention of the producers of this ground-breaking series. Glass has become smarter and more functional than many people are aware of, and this episode showcases the benefits of incorporating our electronic glass into modern building design. Energy-efficiency, occupant comfort, and increased functionality are some of the many benefits that **E Glass** offers. This episode shows today's architects and builders not only what is possible in the future, but what they can achieve for their clients **today**.”

About Innovative Glass Corp.:

Innovative Glass is at the forefront of providing and integrating electronic glazing solutions to an international market, with a wide range of projects using its proprietary **E Glass®** products. Working closely with world-class Architects, Building Designers and Glazing Contractors, recent installations include conference rooms, educational facilities, boardrooms, network operation centers, houses of worship, homeland security projects, residential projects, and other unique applications.

Its **E Glass®** product line uses special electrically-activated films which are laminated between multiple layers of glass. Once electricity is applied to the films (110V AC), the particles within the films change to allow different levels of light through, thus varying its optical properties. E Glass® products are custom fabricated in virtually any shape, size and configuration for easy integration into standard framing and partition systems, windows, doors, skylights, partitions, atria and more. They are shipped worldwide and are easily installed.

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