



**PRESS RELEASE**  
*For immediate release*

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**Acoustiblok, Inc. Appoints Liz Ernst  
Director of Public Relations & Marketing**

Tampa, Fla. April 13, 2009- - Lahnne "L.J." Johnson, president and founder of Acoustiblok, Inc., is pleased to announce the appointment of Liz Ernst as Director of Marketing and Public Relations. Ernst will serve as the company's liaison to local, national and international print, broadcast and Internet media, as well as coordinate marketing and public relations campaigns.

Ernst has more than 20 years experience in journalism, public relations, publicity and media relations for a variety of publications and clients. An award-winning journalist writing for a variety of newspapers, magazines, and internet publications, Ernst expanded her portfolio in 1998 after signing on as a staff writer for WritesStuff Services, Inc. with offices in Fort Myers, Florida and Chicago, Illinois.

While fine tuning her public relations skills at WritesStuff, Ernst became a senior staff writer and eventually director of public relations. WritesStuff Services is a full-time writing, advertising and PR firm specializing in research, product development and promotion for corporate and government clients.

During her years as a journalist (1987-1998) Ernst proved her versatile and prolific talents, winning numerous Florida Press Club, Florida Press Association, and other awards including first place for excellence in governmental writing, environmental news writing, educational news writing, in-depth news writing, and editorial commentary.

Ernst's expertise in advertising and marketing, in addition to her public relations and writing skills, make her the perfect candidate for the position at Acoustiblok, Inc.

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“Market awareness of Acoustiblok’s products has been driven by the news media and our web site,” said Johnson. “With Liz on board, concerted PR and media relations efforts will educate a broader audience and will provide greater exposure to the value and effectiveness of using Acoustiblok noise abatement and energy-conserving products throughout the world.”

Ernst can be reached at Acoustiblok’s international headquarters in Tampa via telephone, 813.980.1400 extension 210, or e-mail, [lernst@acoustiblok.com](mailto:lernst@acoustiblok.com).

### **About Acoustiblok, Inc.**

Headquartered in Tampa Florida, with offices in Riyadh, Saudi Arabia, Acoustiblok is an international acoustical research company that manufactures and distributes Acoustiblok, a revolutionary sound proofing product which dramatically reduces sound disturbances in private homes and condominiums, hotels, hospitals, office buildings and industrial sites around the world. When quiet is desired, this major reduction in noise transmission through walls, ceilings and floors provides significantly increased privacy and solitude.

Acoustiblok, Inc. also developed, manufactures and distributes Thermablok®, a virtually weightless, cutting-edge insulating material that is taking the building industry by storm. Utilizing the same aerogel technology developed by NASA on the space shuttle, the aerogel in Thermablok is the highest insulating material known to man. Just one, ¼-inch x 1½-inch (6.25mm x 38mm) strip of Thermablok added to each stud before hanging drywall breaks the *conductive* “thermal bridging” and can increase the overall wall R-factor by more than 40 percent. Eco-friendly and easily installed, Thermablok reduces energy loss and with it, energy costs.

For more information about Acoustiblok products, visit [www.acoustiblok.com](http://www.acoustiblok.com) or [www.thermablok.com](http://www.thermablok.com); call (813) 980-1400, or email [sales@acoustiblok.com](mailto:sales@acoustiblok.com).

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