

RTICA® Insulation Gets Warm Welcome in Winter-walloped U.S.A.

Stoney Creek, March 5, 2003: Rtica Environmental Systems Inc. (RES) announces a strong, favorable response to the introduction of RTICA®, its revolutionary, blow-in insulation for attics launched in the eastern U.S. last January. Insulation contractors receiving product are Wilson Insulation Company, Keith Porter Insulation and Woodman Insulation, based in Georgia. All report heightened interest, especially in attic retro-fits, by homeowners who are reeling from one of the worst winters on record, coupled with steep increases in energy costs.

"RTICA® is definitely in the right place at the right time," says Robert Wilson, spokesman for the group, "its efficient coverage yield in R-value along with its designation as a green building material gives RTICA® great consumer appeal. Our customers have no hesitation in placing the order when they see the payback in energy cost savings. And the fact that there are no health issues with this product is also a clear advantage for our installers."

Combee Insulation in Florida, scheduled to receive product by the first week in March, brings the total to four contractors now offering RTICA®. They also comprise an advisory group to RES on installation and marketing in their respective regions.

All are members of the National Insulation Contractors' Exchange (NICE), an organization that supports the existence, survival and growth of the independent insulation contractor through the cooperative efforts of its members and vendor partners. NICE is the initial distribution arm for RTICA® in the U.S. market.

Harry Kegler, Executive Director of NICE, endorses members' enthusiasm for RTICA® and to drive the point home, quotes industry estimates of 804 million lbs for the attic re-insulation market alone in the U.S.

RES manufactures RTICA® brand insulation utilizing a proprietary technology that converts 100% recycled plastic (PET) into a safe, clean, highly efficient insulation that is currently available only to professional contractors for blown-in-place applications such as attics. For more information and management updates, visit www.rtica.com

Rtica Environmental Systems Inc. is a wholly owned subsidiary of Rtica Corporation, a public company whose shares trade on the TSX Venture exchange (RTN). There are 35,119,636 shares outstanding.

The TSX Venture exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of the content of this press release.

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