

## Company Overview

**Over 25 Years of Bringing Cutting Edge  
Fire Protection Building Products to the Market**

International Barrier Technology Inc. develops, manufactures, and markets proprietary fire-resistant building materials using a patented formulation of Pyrotite™, a highly-hydrated magnesium oxychloride cement. Barrier's award-winning, fire-resistant wood panels use Pyrotite's proprietary, non-toxic, non-combustible features as a coating with an extraordinary capability: it releases water in the heat of fire. The panels exceed "model" building code requirements in every targeted fire test and application, and they are unique in combining properties that increase panel strength and minimize environmental and human impact. Barrier's family of products provides customers with a premium material choice meeting an increasingly challenging combination of requirements in residential and commercial building construction. The company has an exclusive supply agreement with LP® Building Products (LP®) branded as LP® FlameBlock® Fire-Rated OSB Sheathing (FlameBlock®), and Mule-Hide Products Co., which is branded as MuleHide FR Deck Panel. For more information, please visit [www.intlbarrier.com](http://www.intlbarrier.com).



## Pyrotite™ Proprietary Technology

**Releasing Water at High Temperatures**

The basis of Barrier's fire-retardant technology is Pyrotite™, a highly-hydrated magnesium oxychloride cement. Barrier has patented the use of Pyrotite and invented an innovative panel that features a fire shield laminate, which forms a barrier between fire and the underlying wood panel. While the 0.060" – 0.080" laminate provides an inorganic, cementitious, non-combustible shield, it also has a molecular structure that contains a large volume of water, which releases at high temperatures (just before wood reaches its combustion point – around 475° F). It serves to effectively cool the heat of fire and slow its spread. Pyrotite can be bonded to a choice of substrates, typically orientated strand board (OSB) but also to plywood and particleboard.

## Key Statistics

(as of September 2010)

**Ticker**.....OTCBB – IBTGF/TSXV - IBH  
**52-wk Range**.....\$0.04 - \$0.26  
**Market Cap**.....7.48M  
**Shares Outstanding**.....44.41M

## Management

**Dr. Michael Huddy**  
 President/CEO/Director

**David Corcoran**  
 CFO/Director

**Victor Yates**  
 Director

**Craig Roberts**  
 Director

**Melissa McElwee**  
 IR Manager

## Corporate Contact

**Melissa McElwee**  
**Phone: (866) 735-3519**  
**Email: [info@intlbarrier.com](mailto:info@intlbarrier.com)**  
**[www.intlbarrier.com](http://www.intlbarrier.com)**

## Investor & Media

The Investor Relations Group  
 11 Stone Street  
 New York, NY 10004  
 Tel.: (212) 825-3210  
 Fax: (212) 825-3229

**Investor Relations**  
 Adam Holdsworth  
[aholdsworth@investorrelationsgroup.com](mailto:aholdsworth@investorrelationsgroup.com)

**Public Relations**  
 Enrique Briz  
[ebriz@investorrelationsgroup.com](mailto:ebriz@investorrelationsgroup.com)

# Significant Supply Agreement Partnerships



**LP® Building Products (LP®):** Largest OSB manufacturer in the world signed an exclusive supply agreement with Barrier in January of 2010; **Barrier anticipates a considerable increase in sales to ramp up in the fall**

## **Barrier Internal Estimates:**

- Opportunity to increase sales output significantly within the next two years (est.)
- Significant market opportunity with added target market approaching a total volume of up to 1 billion sq. ft./yr in US for fire-rated OSB products
- Barrier has agreed to manufacture a private label product for LP® out of their existing facility in Watkins, MN branded as LP® FlameBlock® Fire-Rated OSB Sheathing
- As the largest OSB manufacturer in the world, LP® is positioned with an active sales and marketing staff; a competent and pervasive distribution network; and, a growing reputation for creating products that help builders solve problems in design and construction



**Mule-Hide Products, Co.:** Largest supplier of roofing materials for the commercial modular industry. Has had an exclusive supply agreement with Barrier since 2003

- Barrier manufactures a private label product marketed as MuleHide FR Deck Panel
- Exclusive deal separate from LP® and for the commercial modular market
- Dedicated to Barrier's Pyrotite technology; supported Barrier through the economic downturn through inventory production for future sales

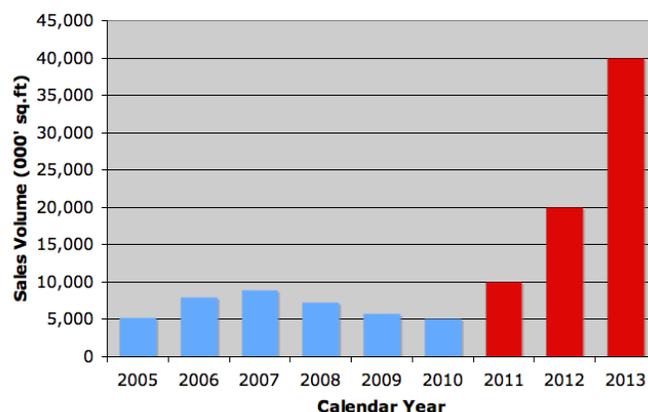
# Significant Potential for Revenue Growth

**Barrier Anticipates the LP® Building Products Deal Signed in January, Coupled With Planned Sales Growth Through MuleHide, Will Add Considerable Volume to Barrier's Pyrotite Production and Sales**

- Opportunity to increase output from approx. 5mm sq. ft./yr to current plant manufacturing capacity of 40mm sq/ft per year within the next two calendar years (est.)
- At just 20% market share, volume potential for upwards of 200mm sq. ft./yr creating the need for expanded manufacturing capacity
- As volume increases, fixed costs/sq. ft. are reduced and margins increase for Barrier



**Barrier Technology Pyrotite Sales Volume**



# Key Investment Highlights for Consideration

- Recent LP® Partnership: represents a significant endorsement for Barrier's Pyrotite technology and provides the company with an opportunity to increase output significantly year within the next two years (est.)
- Barrier has been a leader in innovating fire-rated building products for over 20 years; awarded Best of What's New from Popular Science
- Significant market opportunity in the fire-rated panel market segment with a total market opportunity upwards of 1 billion sq. ft./yr in the US market alone
- Barrier's technology has been validated by some of the biggest names in the building products industry: The Weyerhaeuser Company (Blazeguard®); MuleHide Products (FR Deck Panel™); and LP® (LP FlameBlock® Fire-rated OSB)
- Barrier has invested over \$7 million for technology manufacturing; \$3.2 million recently spent to expand their Watkins, MN manufacturing plant to meet the expected increase in demand for Pyrotite technology

## **Disclaimer:**

The information disseminated by the Investor Relations Group ("IRG," "us" or "we") is for information purposes only, and is neither a solicitation to buy nor an offer to sell securities. We do not undertake or purport to render any investment advice or recommendations for the buying and selling of securities. Companies that are profiled may have engaged our services to perform investor relation services including promotional services and the placement of the profiled companies on our website. IRG's compensation for such services has been or will be made in cash and or issuance of securities of the profiled company, the amount or type of compensation is available upon request. We may liquidate any securities that we receive as compensation when deemed appropriate to do so. The assembled information herein is based on information supplied by the company, press releases, SEC filings, or from other sources believed to be reliable as of the date of the report on the featured companies, but no representation, expressed or implied, is made as to its accuracy, completeness or correctness. It is subject to change without notice. IRG and its affiliates are not, nor claim to be: brokers, broker-dealers, market makers, investment bankers, advisors, analysts or underwriters. Information in email alerts, Fact Sheets and other forms of informational media provided by us will contain "forward looking statements" as defined under Section 27A of the Securities Act of 1933 and Section 21B of the Securities Exchange Act of 1934. Forward looking statements are subject to a number of known and unknown risks and uncertainties outside our control that could cause actual operations or results to differ materially from those anticipated. The cautionary statements made herein should be read as being applicable to all related forward-looking statements wherever they appear on this site or in other communications. We encourage you to visit the Securities Exchange Commission web site <http://www.sec.gov>. Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this fact sheet.