



Sea Isle City, NJ Property Owners Save On Flood Insurance By Retrofitting With SMART VENT®

Installation Of Foundation Flood Vents Brings Homes Into Compliance With FEMA Standards and Improves Community Flood Rating

NEW YORK, NY— (September 28, 2012)- Recognized as the leading manufacturer of passive flood mitigation products, **Smart Vent Products, Inc.**, recently assisted in a complete flood vent retrofit of more than 45 homes in Sea Isle City, NJ. The installation of the **SMART VENT® Foundation Flood Vent System** ensured that homes became compliant with flood venting regulations, and resulted in the community's acceptance into a national flood mitigation program, the **Community Rating System (CRS)**.

The CRS is a voluntary incentive program that recognizes and encourages community floodplain management activities that exceed the minimum **National Flood Insurance Program (NFIP)** requirements. In return, discounted flood insurance rates are awarded to those communities that have demonstrated a proactive commitment to prevent flood damage and reduce danger. Both the NFIP and the CRS are programs administered by the **Federal Emergency Management Agency (FEMA)**, and require adherence to a rigorous set of standards, which must be verified by FEMA specialists prior to any community applying.

“One of the biggest obstacles Sea Isle City had to overcome while trying to get into the NFIP’s CRS program was the mitigation of existing FEMA violations. The majority of these violations had to do with the improper or insufficient flood venting of existing structures,” said Neil Byrne, Construction Official in Sea Isle City. “Through an extensive program of education and enforcement, we were able to mitigate these violations, submit our application for the CRS program, and ultimately gain acceptance as a Class 6 community.”

After nearly 200 property owners were summoned to court last year over noncompliance with FEMA flood standards, the community took exhaustive steps to raise its standards relative to flood protection. This included the installation of SMART VENT products, which are certified by the International Code Council Evaluation Service (ICC-ES) and are accepted by FEMA. In July 2012, Sea Isle City was notified by FEMA that it has achieved eligibility to participate in the CRS program and will enter the program this fall as Class 6. As a result, residents will be rewarded with a 20%

savings on their flood insurance premiums, and the community will collectively save approximately \$800,000 in the upcoming year.

“A major hurdle Sea Isle City had to overcome to participate in the CRS program was cleaning up non-compliance issues associated with in proper flood vents. We applaud the Community Officials for their dedication to doing things the right way and achieving this great discount for the residents,” said Tom Little, Vice President of Smart Vent Products, Inc. “Over the past 11 years homeowners have experienced an average of 83% savings on their flood insurance premium by installing our Smart Vent products. We were thrilled to apply our years of experience with the flood insurance and retrofit process on such a large scale to assist Sea Isle City in their efforts.”

To locate an Authorized Smart Vent Dealer or Installer near you, visit their Industry Professional locator page at <http://www.smartvent.com/locator>. For a free property evaluation you can contact one of their staffed **Certified Floodplain Managers (CFM)** at 877-441-8368 or visit www.smartvent.com

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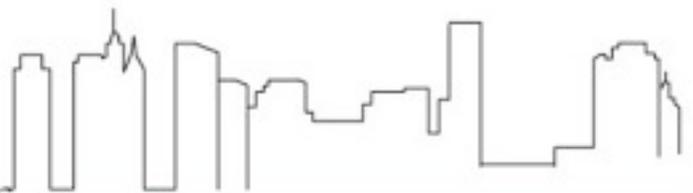
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About SMART VENT Flood Vents

Smart Vent Products, Inc. is the worldwide leading manufacturer of foundation flood venting systems which takes pride in having the only FEMA-Accepted and ICC-ES Certified Flood Vent and by using the best materials available. Founded in 2001, all products are made in the United States out of marine grade 316 stainless steel.

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About Camelot Communications

Camelot Communications is a full service, boutique Public Relations & Marketing Communications agency located in the heart of New York City. At Camelot Communications, we effectively combine the personalized attention of a boutique agency with the senior-level, seasoned professionals found at a large agency.

Established to cater to those small businesses that recognize the need and value of effective PR & MKT, but could not justify the fees associated with a larger agency, Camelot has expanded its clientele to include local, national, and international exposure. Camelot specializes in a vast array of industries, including Interior Design & Architecture, Fashion & Beauty, Health & Wellness, Food & Wine, Consumer Home Products, Corporate Communications, and Small Business Communications, among others.

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