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**Lapolla Industries Introduces New and Improved FOAM-LOK® 500
Spray Polyurethane Foam for Insulation Applications**
High Yield Insulation is a Non-Ignition Barrier Spray Foam

Houston, TX (May 2, 2017) – Lapolla Industries, Inc. (OTCQX: LPAD), the global supplier and manufacturer of high performance, energy efficient building products, today announced the new and improved FOAM-LOK® 500 Spray Polyurethane Foam Insulation. The open-cell insulation is a high performance product designed to seal the building envelope and greatly enhance energy conservation and energy savings in the structure. Ideal for application in residential and commercial buildings of all types, FOAM-LOK 500 is low density and provides high-yield benefits.

“FOAM-LOK 500 is an insulation solution which provides homeowners and building owners up to 50% energy cost savings over the life of the structure,” said Doug Kramer, president and CEO of Lapolla Industries. “

FOAM-LOK 500 is ideal for a variety of building envelope applications including use in walls, floors, ceilings (including vaulted and cathedral style) and attics. The material works by forming a completely sealed air barrier in wall cavities and can be utilized to fill 2” x 6” stud wall construction in a single application. FOAM-LOK 500 adheres tenaciously to most building materials and framing members and provides exceptional performance in the reduction of heat transfer.

The improved insulation has passed the AC 377 End Use Configuration Criteria and meets the building code requirements for use with no additional ignition barrier required.

Additional benefits of FOAM-LOK 500 Spray Polyurethane Foam Insulation are substantial and include noise attenuation and significant reduction in unmanaged moisture. Additionally, the product’s ability to superbly seal the envelope improves indoor air quality while reducing temperature fluctuations and the presence of hot and cold pockets inside, greatly enhancing the indoor comfort of inhabitants.

FOAM-LOK 500 is a spray applied product with no mixing requirements. The insulation material is a water-blown technology with non-emissive catalysts in an added benefit to the environment.

“The benefits of FOAM-LOK 500 to contractors, builders, homeowners and building owners are far reaching,” added Kramer. “This improved insulation not only provides indoor comfort, but is earth-friendly in so many ways. It’s a great addition to Lapolla’s family of products.”

About Lapolla Industries, Inc.

Lapolla Industries, Inc. (OTCQX: LPAD) is a global supplier and manufacturer of spray polyurethane foam for insulation and roofing applications, reflective roof coatings and equipment. Based in Houston, Texas, the company’s building envelope and roofing product solutions are designed to reduce energy consumption in the built environment, across the residential, commercial and industrial sectors, in both new construction and retrofits. Visit Lapolla Industries at www.lapolla.com.

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