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New York, NY – February 4, 2011 – Insight Management Corporation (OTCBB: ISIM) Announces Affordable Green Prefab in response to sluggish homebuilding trends.

“With the sluggish homebuilding market, Simply Constructed can bring homebuilding into the 21st century, with potentially huge savings over traditional methods and with patent-pending steel welded panels which are built to withstand earthquakes, fires, tropical storms, tornados and floods, these state-of-the-art eco-tech homes are structurally built to last 100 years.” stated Kevin Jasper, President of ISIM.

Homebuilding heavy weight, Standard Pacific Corp., Irvine, Calif. reported a net loss of \$21.9 million, or \$0.08 per diluted share, for the fourth quarter of 2010.

Home building revenues for the quarter dropped 37% from a year earlier to \$212.4 million, driven primarily by a 34% decline in new home deliveries to 619 homes offset partly by a 7% increase in consolidated average home price to \$340,000. The increase in average home price was largely due to the delivery of more higher priced homes in California and a reduction in deliveries in Florida and Arizona as compared to the 2009 fourth quarter.

Affordable Green Consumers typically associate green and energy-efficient homes and features with higher costs. However, the development of new business models, technologies, and the mainstreaming of high-performance materials is bringing high-performance, healthy homes within reach of all homeowners.

“Leading the charge are affordable housing groups, including Habitat for Humanity and local land trusts, now building and selling LEED for Homes- and ENERGY STAR-certified homes across the country at price points as low as \$100,000.” *Tom Bruenig at the Earth Advantage Institute*

Source: <http://www.builderonline.com/news/>

<http://www.builderonline.com/green-building/10-green-building-trends-for-2011.aspx>

About Simply Constructed A challenge for the Future of Homebuilding, the Simply Constructed Home is built to last a lifetime and survive with you, whether you live in the hills of Malibu’s firestorms or in the Hurricane pathway of the Gulf Coast. Simply Constructed homes will withstand the worst-case disasters. Simply Constructed homes are manufactured using their CSSIP panels that lock together like a finely engineered and machined space station, a factory manufactured wall system that replaces standard stick framing and batt insulation. Simply Constructed is a fully owned subsidiary of Insight Management Corp.

About Insight Management Corporation (OTCBB: ISIM)

Insight Management Corporation (ISIM) is a public company focused on the green technologies industry. The company acquires green technology service businesses with substantial revenues, profitable operations, established customers and proven management teams. Insight Management creates synergistic alliances, provides access to capital markets and capitalizes on the expertise of its subsidiaries to achieve company growth and value for shareholders.

This Press Release may contain certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. ISIM has tried, whenever possible, to identify these forward-looking statements using words such as "anticipates," "believes," "estimates," "expects," "plans," "intends," "potential" and similar expressions. These statements reflect the ISIM's current beliefs and are based upon information currently available to it. Accordingly, such forward looking statements involve known and unknown risks, uncertainties and other factors which could cause the ISIM's actual results, performance or achievements to differ materially from those expressed in or implied by such statements. ISIM undertakes no obligation to update or advise in the event of any change, addition or alteration to the information catered in this Press Release including such forward-looking statements.