



Press Release

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New Decorum™ by Simonton **Interior Window Styling Options**

PARKERSBURG, W. VA. – Simonton Windows® has just created another reason for remodelers and homeowners to select low-maintenance vinyl windows. The new **Decorum™ by Simonton** collection allows remodelers and homeowners to create custom interiors by choosing from a variety of rich, durable and scratch-resistant woodgrain laminates and complementary hardware finishes on energy-efficient vinyl replacement windows.

Classy new interior styling options include Antique Cherry, Maple, Contemporary Oak and Pure White. Decorum by Simonton grid options include Antique Cherry, Maple, Contemporary Oak, Two-Tone Driftwood and Two-Tone Tan. To accent the windows, custom interior hardware is now available in Brushed Nickel, Dark Bronze, Oil-Rubbed Bronze and Polished Brass.

“Market research shows that the woodgrain laminates and custom metal finishes we’ve selected for the Decorum by Simonton line are extremely popular with homeowners today,” says Joshua Wagner, associate product manager for Simonton Windows®. “Remodelers now have the ability to offer thicker, more realistic, scratch-resistant woodgrain interiors on vinyl windows that can perfectly match an heirloom piece of maple furniture or a treasured antique cherry desk. The new Decorum by Simonton accents unite the look of a room while providing years of maintenance-free enjoyment.”

Wagner stresses that the Decorum by Simonton provides homeowners a wide variety of options to match hardware finishes with interior lighting, faucets, cabinet handles and other metal accent features throughout the home. “This is a versatile line of products that can literally

be ‘mixed and matched’ to customize a variety of home décor, from contemporary to classical to traditional,” says Wagner.

The new Decorum by Simonton collection is just one of many product introductions currently being researched and developed by the Simonton New Product Development Center team. Additional product introductions are planned throughout 2009.

Wagner points out that 2009 and 2010 are the perfect years to replace windows and take advantage of the energy tax credit recently signed into law as part of the American Recovery and Reinvestment Act of 2009. “These new interior features are simply another great reason for homeowners to invest in replacement windows today,” says Wagner. “When combining these decorative features with energy-efficient glass packages that meet the government regulations, homeowners can receive up to a \$1,500 in tax credit when replacing windows in their homes.”

Simonton Windows has created the www.simonton.com/taxcredit information site for homeowners that provides more details on the energy tax credit. The specially-designed one-click location has a full listing of Simonton windows that qualify for the tax credit, a question-and-answer section, downloadable forms, case studies on energy efficient windows and links to sites with additional information. Homeowners may also order literature from the site and gain more specific details on the tax credit program.

Simonton Windows produces ENERGY STAR[®] qualified replacement and new construction windows and doors, including a line of impact-resistant products. Simonton ranked “Highest in Builder and Remodeler Satisfaction among Residential Window and Patio Door Manufacturers” in the J.D. Power and Associates 2008 Builder and Remodeler Residential Window and Patio Door Satisfaction StudySM. The company was ranked #1 in quality in the 2007 Brand Use Study sponsored by *Builder* magazine and has won three Best In Class Awards from Market Research Associates.

Founded in 1946, Simonton’s hallmark has been to deliver its made-to-order products in five days or less. Part of the home and hardware division of Fortune Brands, Inc. (NYSE: FO), Simonton delivers nationwide to key markets throughout the 48 continental United States.

Simonton is a founding sponsor of The Weather Museum and a corporate partner of Homes for Our Troops. For information, call (800) SIMONTON or visit www.simonton.com.

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Simonton Windows received the highest numerical score in the proprietary J.D. Power and Associates/McGraw-Hill Construction 2008 Builder and Remodeler Residential Window and Patio Door Satisfaction StudySM. Study based on 2,837 new-home builders and remodelers. Proprietary study results are based on experiences and perceptions of new home builders and remodelers surveyed in May through June 2008. Your experiences may vary. Visit jdpower.com.