



Press Release

Contact: Kathy Ziprik
828-890-8065
kathy_ziprik@simonton.com

October is Energy Awareness Month

Selling Energy-Efficient Windows

PARKERSBURG, W. VA. - To commemorate national Energy Awareness Month in October, the experts at Simonton Windows® have developed a series of window selling tips for remodelers and builders. The list focuses on educating homeowners on the benefits of energy-efficient windows.

Tip #1 – Share facts. According to the U.S. Department of Energy, the typical home loses more than 25 percent of its heat through windows. Choosing ENERGY STAR® labeled products for the home can cut energy bills by up to 30 percent. For more details, visit www.energystar.gov.

Tip #2 – Talk investment. Energy-efficient vinyl windows are an investment that provides ongoing payback for homeowners. From the day they're installed, these windows save on energy bills. And, when it's time to sell the home, energy-efficient windows are a great selling feature. For more details on the value of energy-efficient windows, recommend that your customers visit Efficient Windows Collaborative, an unbiased information source on the benefits of energy-efficient windows at www.efficientwindows.org.

Tip #3 – Showcase winning products. If the products you sell have won industry awards and recognition, make sure your customer knows about them. Honors like the Builder Quality Award and J.D. Power and Associates rankings are earned by companies that consistently offer high service levels and quality products to building industry professionals who install energy-efficient windows day-after-day. For details, visit www.simonton.com/Company/Spotlight/2009+J.D.+Power+and+Associates+Award.htm.

Tip #4 – Suggest a home energy audit. Homeowners can conduct a do-it-yourself home energy audit at the web site <http://hes.lbl.gov/>. Sponsored by the U.S. Department of Energy, the Home Energy Saver™ is designed to help consumers identify the best ways to save energy in their homes and locate the resources to make the savings turn into reality.

Tip #5 – Sell the \$1,500 tax credit. Share information with customers on the Energy Tax Credit glass packages from Simonton that are guaranteed to provide them with up to \$1,500 in federal tax credit. Available in 2009 and 2010, this tax credit is a great incentive to replace windows immediately.* For more details, visit www.simonton.com/taxcredit.

Tip #6 – Educate on energy savings. Provide your customers with resources so they can gain credible, third-party information on energy savings in the home. The American Council for an Energy-Efficient Economy provides a home energy checklist at www.aceee.org. The American Architectural

Manufacturers Association (AAMA) has consumer information on energy-efficient window selections at www.aamanet.org. And, the National Association of Home Builders (NAHB) has extensive consumer assistance information at www.nahb.org.

Tip #7 – Make their life easier. Put your customer's mind at ease. Remind them that vinyl windows are durable and easy to maintain. With vinyl frames, they never have to worry about scraping and repainting frames, insect infestations or rotting. And, tilt-in double hung and single-hung units make it simple to clean the outside of the windows from the inside of their home. For more information on vinyl, visit the Vinyl Institute at www.vinylinfo.org.

Tip #8 – Remove the fear factor. To many homeowners, the thought of having their windows replaced conjures up images of birds flying in their home and a house that looks like Swiss cheese. Calm their fears by explaining the entire window replacement process, offering a checklist of ways to prepare for a window replacement (go to www.simonton.com/TopMenu/Press/Press/PR-WindowReplacementProject.htm) and by working out specific details far in advance.

Tip #9 – Visualize the future. While you may be selling windows to a couple in their 40s, it's important to help them see the future. In 10 or 20 years, will these homeowners really want the potential back stress of opening double hung windows? Or, would crank-out casement windows be a better long-term option?

Tip #10 – Seeing is believing. Use a window presenter demonstration kit to show homeowners the effect of heat on different types of window packages. The comparison demo showcases different glass packages for the home and the value of energy-efficiency glass in windows.

Simonton Windows produces ENERGY STAR[®] qualified replacement and new construction windows and doors, including a line of impact-resistant products. For the second year in a row, Simonton ranked "Highest in Builder and Remodeler Satisfaction among Residential Window and Patio Door Manufacturers" in the J.D. Power and Associates 2009 Builder and Remodeler Residential Window and Patio Door Satisfaction StudySM. Simonton was also ranked #1 in quality in the 2009, 2007, 2002 and 1998 Brand Use Studies 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 business of Fortune Brands, Inc. (NYSE: FO), Simonton delivers award-winning products nationwide to key markets throughout the 48 continental United States.

For information, call (800) SIMONTON (1-800-746-6686) or visit www.simonton.com.

###

Simonton Windows received the highest numerical score in the proprietary J.D. Power and Associates 2008-2009 Builder and Remodeler Residential Window and Patio Door Satisfaction Studies.SM 2009 study based on responses from 3,109 builders and remodelers measuring 16 manufacturers. Proprietary study results are based on experiences and perceptions of builders and remodelers surveyed in April-May 2009. Your experiences may vary. Visit jdpower.com

ENERGY STAR is a government program that helps consumers protect the environment through superior energy efficiency and is a registered trademark of the U.S. Department of Energy and the U.S. Environmental Protection Agency.

**Simonton is not a legal or tax advisor. The above summary is not comprehensive and is not intended to substitute for the advice of a lawyer or professional tax advisor. Simonton expressly disclaims any responsibility for determining whether a purchaser will receive a sales tax exemption or the energy tax credit. Simonton recommends that consumers consult their tax advisors and review IRS guidance prior to purchasing any window product. For further details on the energy tax credit, check the IRS Website or go to http://www.energystar.gov/index.cfm?c=windows_doors.pr_taxcredits*