

## *News Release*

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### **Simonton Windows<sup>®</sup> Honored as “Highest Rated Patio Door Brand” With BICA<sup>™</sup> Award**

PARKERSBURG, W. VA. – Simonton Windows<sup>®</sup> has won the prestigious BICA<sup>™</sup> award for being ranked “Highest Summary Rated Patio Door Brand” in a performance study conducted by Market Resource Associates, Inc. (MRA) of Minneapolis. More than 750 building industry representatives participated in the unaided survey that evaluated patio door manufacturers in the metal, synthetic and wood categories. Simonton, manufacturers of vinyl patio doors, received the highest ranking of any patio door manufacturer when taking into account a calculated summary of 16 attributes evaluated by respondents and mathematically determined.

Industry retailers, distributors, builders and remodelers representing a wide geographic spread throughout the United States participated in the 2008 study. Those surveyed were asked to rate the importance and satisfaction of four purchase decision drivers for them related to patio doors, including price, supplier service performance, supplier relationship and availability of product.

“Time and again in this study, Simonton was named as a preferred patio door supplier,” says John Cashmore, president of Market Resource Associates, Inc. “Their calculated response numbers surpassed those of every synthetic, wood and metal patio door manufacturer.”

In the study, Simonton led a variety of category responses for all classes of trade, including:

- “Brand Provides My Customers Good Value”
- “Material the Door is Made of”
- “Supplier Considers My Company Important”
- “On-Time Shipment”
- “Easy to Order From”
- “Packaging Clearly Marked as to Contents”
- “Supplier Handles Problems Well”

Developed by MRA to recognize truly exemplary companies that stand out in industry surveys, the prestigious BICA (which stands for Best in Class Award) is an indication of industry distinction.

“We are honored to receive the first BICA award for patio door excellence,” says Mark Savan, president of Simonton Windows. “We have previously received two BICA awards for our vinyl windows and it means a great deal to now receive the BICA for our patio doors.”

The national MRA survey is unique in that it is conducted using an unaided, out-bound telephone method. Only those individuals who have direct responsibility for purchasing windows were surveyed. This means the overall results show Simonton was freely mentioned as a top-of-mind quality company more than any other patio door manufacturer.

BICA is a registered trademark of Market Resource Associates, Inc. For more information on this and other MRA Omnibus Studies visit the MRA website at [www.mraonline.com](http://www.mraonline.com) or call 800-795-3056.

Simonton Windows produces ENERGY STAR<sup>®</sup> qualified replacement and new construction windows and doors, including a line of impact-resistant products. The company was ranked #1 in quality in the 2007 Brand Use Study sponsored by *Builder* magazine and has won two consecutive Best In Class Awards for being ranked “Overall Top Rated Vinyl Window Brand” in unaided industry studies.

Founded in 1946, Simonton’s hallmark has been to deliver its made-to-order products in seven days or less. Part of consumer products company Fortune Brands, Inc. (NYSE: FO), Simonton has manufacturing facilities in Pennsboro, Harrisville and

Ellenboro, W.Va.; Paris, Ill.; McAlester, Okla.; and Vacaville, Calif. 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](http://www.simonton.com).