

ENVIRONMENTS FOR

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ENVIRONMENTS FOR LIVING® PROGRAM TO PROVIDE EPA ENERGY STAR® FOR HOMES LABEL FOR ALL QUALIFYING HOMES

Builders Participating in Masco Contractor Services Program Will Benefit From Seamless Process for Achieving ENERGY STAR Label

ORLANDO (January 15, 2005) – Masco Contractor Services today announced that the company's Environments For Living® program will enhance its commitment to the U.S. Environmental Protection Agency's (EPA) ENERGY STAR qualified homes in 2005 by seamlessly providing the ENERGY STAR designation for all homes that meet both program requirements.

Since its inception, the Environments For Living program has supported ENERGY STAR for Homes by establishing energy efficiency and verification requirements for Gold and Platinum Class homes that meet or exceed ENERGY STAR requirements. However, until now, builders participating in the Environments For Living program had to separately apply for the ENERGY STAR label.

Effective immediately, Masco Contractor Services will implement a seamless process for builders to secure the ENERGY STAR label by automatically including it in the Environments For Living program and handling administration and reporting functions. Information about ENERGY STAR for Homes also will be featured in Environments For Living marketing and promotional materials in 2005.

“The Environments For Living program has always been synergistic with ENERGY STAR for Homes, but we are stepping up our commitment this year because we believe in the combined power of the ENERGY STAR brand with our own Environments For Living mark,” said Rick Davenport, director of marketing for Masco Contractor Services.

“We want to be sure that all of our builders' Gold and Platinum Class homes also carry the official ENERGY STAR for Homes designation because consumers should know that those homes have met the requirements of both important programs,” said Davenport.

“By making it a simple and seamless process to secure the ENERGY STAR label, we're also eliminating an administrative task for the builder, while at the same time making sure that they get the benefits of both programs,” he commented.

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According to Sam Rashkin, national director of ENERGY STAR for Homes, the new procedures will reinforce the complementary relationship between ENERGY STAR and the Environments For Living program.

“We’re very pleased to have strengthened our affiliation with the Environments For Living program for 2005,” said Rashkin. “ENERGY STAR for Homes and the Environments For Living programs often are implemented side by side in the marketplace, but this will ensure that builders who qualify for both will be able to take advantage of both,” he noted.

“We’re also delighted that Masco Contractor Services and their builder customers recognize the value of the ENERGY STAR brand and look forward to new opportunities to work together to educate consumers about the many benefits of energy efficient, higher performing homes,” Rashkin said.

About ENERGY STAR for Homes:

ENERGY STAR for Homes is a voluntary partnership resulting in homes that are at least 30 percent more efficient than the national Model Energy Code or 15 percent more efficient than the state energy code, whichever is more rigorous. As a result of reduced energy use, ENERGY STAR homeowners can save on average \$200 or more a year on their utility bills. To date, ENERGY STAR for Homes has over 2,500 partners nationwide and has labeled more than 330,000 homes. For more information about the ENERGY STAR for Homes and other ENERGY STAR qualified products, visit the Web site at www.energystar.gov.

About MCS and the *Environments For Living* program:

The Environments For Living program (www.elfhome.com) is a building science initiative sponsored by Masco Services Group, Corp. (MSG), also known as Masco Contractor Services (MCS), a subsidiary of Masco Corporation (NYSE: MAS). MCS is the largest insulation contractor in the world, offering more than 20 additional product lines ranging from fireplaces, cabinets, shelving, shower enclosures and tubs to gutters, siding, windows, and structured wiring. With a vast network that includes more than 16,000 company-employed installers, 350 installation locations with 8,000 trucks and 50 distribution sites, the company provides a single, convenient resource for the North American residential building industry.

Designed by leading building science experts, the Environments For Living program helps builders construct higher performing, energy-efficient homes. The program establishes requirements for tight construction, improved thermal systems, right-sized HVAC systems, fresh air ventilation, balanced air pressure, internal moisture management and combustion safety. Homes are performance-tested and evaluated through random testing by certified contractors. Builders have the option of providing homeowners with a heating and cooling energy-use limited guarantee* and, at the Gold and Platinum levels of the program, a comfort limited guarantee*.

* For details on the limited guarantees and other program details call 1-866-912-7233.