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**ENVIRONMENTS FOR LIVING® PROGRAM RECEIVES INNOVATION
AWARD FROM ENTREPRENEURS FOR ENERGY EFFICIENCY (E-3)**

***Successful Building Science Program Helps Bring Energy Efficiency to
U.S. Residential Construction Market***

WASHINGTON, DC (May 3, 2005) – Masco Contractor Services (MCS) announced that its Environments For Living® program has been awarded a Building Systems Innovation Award from the non-profit group Entrepreneurs For Energy Efficiency (E-3). E-3 promotes the commercialization of new, energy efficient and renewable energy technologies through a combination of education, training, networking, guidance and support to entrepreneurs and emerging companies.

Now in its fifth year, the Environments For Living program provides a range of building science services to builders, including plan reviews, training, performance testing, and marketing benefits such as homeowner limited guarantees*. The program helps builders to construct homes that are energy efficient and achieve other performance metrics, and was developed by leading experts in building science. The requirements of the Environments For Living program's Platinum Class meet the U.S. Dept. of Energy's Building America specifications, and both the Gold and Platinum Class meet the EPA ENERGY STAR for Homes performance standards. A new Diamond Class will build on the existing Platinum level, therefore meeting both Building America and ENERGY STAR metrics, and will also include water efficiency measures.

Since its introduction, some 50,000 homes have been constructed under the Environments For Living program, with 25,000 of those completed last year. It is the first program of its kind to have gained broad acceptance in the production building market, with six of the nation's top 10 builders participating.

“We are delighted to receive this award from Entrepreneurs for Energy Efficiency, an organization that also has ties to the Department of Energy, as we do through the Building America program,” said Rick Davenport, director of marketing for Masco Contractor Services.

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

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“The addition of water conservation measures to our new Diamond Class will expand the Environments For Living program to include more elements of environmentally sensitive building practices, and we look forward to making a bigger contribution to both energy efficiency and water efficiency in the coming years,” he added.

Water efficiency program requirements included in the new Diamond Class will be finalized pending results of testing currently under way. Ten leading manufacturers and builders are participating in a beta test program, involving test homes in four different geographic regions.

The beta test homes currently being evaluated have indoor water conservation features including low-flow faucets and showerheads, an on-demand hot water recirculation system, and high-performance toilets, clothes washers and dishwashers. Combined, these features add up to potentially 20 percent or better reduction in indoor water use, on average, compared to less efficient systems, fixtures and appliances. Outdoor water conservation features being evaluated include irrigation controller technology that promises to reduce outdoor water use significantly.

Diamond Class also will require advanced indoor air quality features, with specifications aligned with both the American Lung Association® Health House® program and the planned EPA ENERGY STAR Indoor Air Package, which is currently under development.

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., a subsidiary of Masco Corporation (NYSE: MAS). Masco Services Group, also known as Masco Contractor Services (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 thermal comfort limited guarantee*.

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

About Entrepreneurs for Energy Efficiency, Inc (E-3)

Entrepreneurs for Energy Efficiency, Inc (E-3) is a 501 (c) (3) a non-profit corporation organized by former grantees of the U.S. Department of Energy's Inventions & Innovations Program. E-3 promotes the commercialization of new, energy-efficient and renewable energy technologies developed by individuals and small businesses that receive grants through programs in the Office of Energy Efficiency and Renewable Energy.

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