



## **MASCO CONTRACTOR SERVICES AND GENERAL ELECTRIC JOIN TO DEVELOP A PROGRAM FOR ENERGY EFFICIENT HOMES**

**DAYTONA BEACH, Fla.** (Feb. 13, 2007) - Masco Contractor Services (MCS) and General Electric (GE) announced that they are planning to integrate GE's ecomagination and the Environment's For Living® program sponsored by MCS, into a new program helps homebuilders and developers construct state-of- the-art, energy efficient, and environmentally-friendly homes. The program combines GE's high-performance products and MCS' advanced principles of Building Science into an upgrade package for builders that can benefit homebuyers.

Donald J. DeMarie, Jr., President/CEO of MCS said, "This collaboration provides builders with a powerful program to assist them in building and marketing homes that address today's fast-evolving, green consumer values like energy efficiency and comfort, while protecting the environment and reducing emissions."

The collaboration also expands the benefits available under the Environments For Living program. The program, developed by MCS, consolidates the most advanced techniques of applied Building Science and provides tiered levels of certification for energy efficiency for heating and cooling the home that include energy usage and comfort guarantees. In addition, this 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.

"The synergy between the Environments For Living program and GE's residential energy efficiency products offers a true value to homeowners and homebuilders alike," says Michael Ulinski, MCS Vice President of Sales and Marketing. "With GE's ecomagination products and MCS Building Science technology, builders now have a solution that provides consumers with a simple, integrated upgrade that is an energy efficient and environmentally sound solution."

The collaboration includes an array of GE ecomagination products, including Energy Star Appliances, compact fluorescent lighting, and GE Brilliance solar power systems. Ecomagination is GE's commitment to imagine and build innovative solutions to environmental challenges that benefit both GE's customers and society at large. This business strategy helped GE secure the 2006 Energy Star Sustained Excellence Award, which commended GE's continuing efforts to educate consumers, customers, and homebuilders on the value of Energy Star products.

"Advanced technology and progressive packaging, like we are announcing, put the power to control energy and water consumption into the hands of the homeowner," said Lorraine Bolsinger, GE Corporate Vice President of ecomagination. "It's a situation that's right for consumers and plays to our strength in innovative technology and leading edge design."

**About MCS and the Environments For Living program**

The Environments For Living(R) program is a building science initiative sponsored by MCS, a group of companies that are subsidiaries of Masco Corporation (NYSE: MAS). Masco, a Fortune 500 company, is one of the world's leading manufacturers of home improvement and building products and a leading provider of services that include installation of insulation and other building products.

MCS is a leading installer of residential insulation and other residential building products including insulation, fireplaces, cabinets, windows, doors, gutters and more. With more than 290 locations in the United States and Canada, MCS combines top-grade building products with installation services provided by 16,000 employees. Designed by leading Building Science experts, the Environments For Living program helps builders construct higher performing, energy efficient homes. For additional information on the Environments For Living program, visit <http://www.eflhome.com> or <http://www.masco-csc.com>.

**About GE**

GE (NYSE: GE) is Imagination at Work -- a diversified technology, media and financial services company focused on solving some of the world's toughest problems. With products and services ranging from aircraft engines, power generation, water processing and security technology to medical imaging, business and consumer financing, media content and advanced materials, GE serves customers in more than 100 countries and employs more than 300,000 people worldwide. For more information, visit <http://www.ge.com>.

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