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## NEWS RELEASE

### **StalwartBuilt Homes uses the *Environments For Living*® Program to Help Bring over 400 Green Homes to New Orleans**

#### *New Pontchartrain Park Development Replaces Affordable Homes Lost in Hurricane Katrina*

New Orleans, La., December 21, 2010 – StalwartBuilt Homes, a builder committed to developing durable, energy-efficient residences, is constructing approximately 400 affordable, high-performance “Beyond Green” homes in New Orleans to help the city’s continued rebuilding efforts after Hurricane Katrina. Built to stringent standards in Masco Home Services’ *Environments For Living*® program, the StalwartBuilt homes in the Pontchartrain Park community are designed to be more cost-efficient, lower in maintenance, and faster to build than conventional homes. [www.environmentsforliving.com](http://www.environmentsforliving.com), [www.stalwartbuilt.com](http://www.stalwartbuilt.com)

“New Orleans still suffers from a lack of affordable housing and the destruction of neighborhoods caused by Hurricane Katrina,” says Julius Poston, President of StalwartBuilt Homes. “We’re excited to help people rebuild with quality, affordable homes that also exceed local, state and national green building standards. We’ve been building green for a number of years, and the *Environments For Living* program fits well with our commitment to help people save energy costs, reduce water consumption and have healthy homes. It provides a rigorous, independent certification that people trust.”

The StalwartBuilt “Beyond Green” method of building incorporates the latest innovations of building science and technology into the building process. All aspects of the home are designed as an integrated system. For these reasons, the GE Ecomagination program, which contains the *Environments For Living* certification, was chosen to complement the other stringent building certifications for this disaster recovery and community revitalization program. The certifications include LEED® for Homes™, U.S. Department of Energy's Building America® Builders Challenge, and the U.S. Environmental Protection Agency's ENERGY STAR®, WaterSense® and Indoor airPLUS®.

The *Environments For Living* program is unique in providing tangible, performance-based results in heating and cooling energy use and comfort backed by limited guarantees\*. It addresses multiple home elements, from framing and insulation installation, to mechanical systems and moisture management.

“A cornerstone of the *Environments For Living* program is its use of the principles of building science to help create homes that work as integrated, high-performance systems, rather than as a collection of individual materials and components,” says Dave Bell, Director of Building Science for Masco Home Services. “The Pontchartrain Park community project provides a real-world example of how green building can be accomplished on a large scale, while still being affordable.”

Pontchartrain Park is one of New Orleans' 10 neighborhoods that have recovered 50% or less of their pre-Katrina populations, ranking 65th out of 74 neighborhoods in population recovery. Residents and community leaders are actively engaged in rebuilding the historic community.

### **About Masco Home Services, Inc., and the *Environments For Living* Program**

Masco Home Services, Inc., a Masco company, offers the *Environments For Living* program and *Environments For Living Certified Green* program to builders. Masco Home Services provides a complete suite of turnkey services for builders and issues and administers all limited guarantees\* associated with the program. Masco Corporation, a Fortune 500 company, is a leading manufacturer of home improvement and building products and a premiere provider of services that include installation of insulation and other building products.

[www.environmentsforliving.com](http://www.environmentsforliving.com)

### **About GE and the Ecomagination Program**

Ecomagination focuses GE's imagination and expertise to meeting today's challenges and helping to create tomorrow's environmental solutions. The GE Ecomagination Homebuilder Program is a groundbreaking effort to provide comfortable, efficient homes that save homeowners' energy costs while easing the impact on the environment. <http://www.ecomagination.com/>

### **About Stalwart Built Homes**

StalwartBuilt is a building science technology company offering high quality, energy-efficient systems-built homes to developers and builders that are licensed and trained to provide consumers a true high performance home. “Beyond Green” construction uses innovative methods, superior materials, incredible efficiency, and virtually no wasted materials.

[www.stalwartbuilt.com](http://www.stalwartbuilt.com)

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\* See the full guarantee for complete details and limitations; visit [www.environmentsforliving.com](http://www.environmentsforliving.com) or call toll free (866) 912-7233.