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MILGARD UNVEILS NEW SITE DESIGNED TO ENGAGE AND INFORM

Milgard.com Establishes Itself as a Destination for Detailed Window Information

LAS VEGAS (January 20, 2009) — Milgard Windows & Doors, a leading manufacturer of premium fiberglass and vinyl windows and patio doors, will publicly launch an enhanced website January 23 following an exclusive unveiling at the International Builders Show in Las Vegas this week.

The new web site, www.milgard.com, takes a unique approach to presenting Milgard windows and doors to the public, focusing on informative and objective content to help consumers educate themselves and feel confident in their own buying decisions.

“As a recognized market leader, our objective was to create a website that re-created the Milgard experience online, delivering our same great service and peace of mind to all our customers,” said Maureen Faccia, marketing director for Milgard. “We found that with all of the possibilities in the window and door category, many would-be homeowners got lost in all the product and category details. We’ve designed the new milgard.com as an informative resource to help our dealer and builder customers as they work with homeowners to de-mystify the window and door buying process.

The site features a simplified user interface that allows visitors to interact with the information in ways that make sense to them. Other enhancements and new features at milgard.com include:

- An innovative Answer Center tool that allows visitors to instantly access the most sought after information on the site, regardless of what page they’re viewing, and presenting answers that will change over time, reflecting real visitor requests.

- A specific section for design tips and inspiration, including actual project case studies, to help homeowners with the ideation and visualization process for their window and door project.
- A Plan Your Project section that leads the visitor through a thoughtful set of considerations about their project, helping to narrow the field of appropriate window and door choices.
- A new professional site, www.pro.milgard.com, which presents the building trades with more robust technical information and resources specifically designed for their needs. Dealers, builders, contractors, architects and design professionals will be able to quickly access product specifications, ratings, CAD resources and installation guides. Trade professionals will also find literature downloads, project photo galleries and LEED credit information.

“For many of our customers, milgard.com is our company’s greeter, plant tour guide, sales person and customer service rep,” said Faccia. “Just like a brick-and-mortar store, a good first impression followed by a positive experience leads to greater customer satisfaction. We think our customers will like what they find on the new site when it launches this Friday.”

About Milgard Windows & Doors

Milgard Windows & Doors, a Masco company based in Tacoma, Wash., offers a full line of aluminum, vinyl and fiberglass windows and patio doors for builders, dealers and homeowners. The company has been recognized for manufacturing the nation’s highest quality vinyl windows six times in a yearly survey sponsored by Hanley-Wood Inc., publishers of Builder magazine. Milgard employs approximately 3,500 people nationwide. For more information, visit milgard.com or call 1.800.MILGARD.

About Masco Corporation

Headquartered in Taylor, Mich., Masco Corporation (NYSE: MAS) is one of the world’s largest manufacturers of brand-name consumer products for the home and family. Masco is also a leading provider of services that include the installation of insulation and other building products. For more information, visit www.masco.com or call 313.274.7400.

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