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MILGARD'S WEBSITE INCREASES SALES LEADS TO CHANNEL

Milgard.com Is Pulling in More Window Customers Even in a Down Economy

SAN FRANCISCO (June 17, 2009) — Milgard Windows & Doors, a leading manufacturer of premium fiberglass and vinyl windows and patio doors, launched its enhanced website in January of 2009 and since then, the site has produced more leads for Milgard's window dealers than ever before.

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.

“The key factor is that the percentage of our hot leads has also increased as a percentage of all of the inquiries we're receiving,” said Scott Morgan, VP of Sales and Marketing at Milgard. “We're actually seeing longer customer visits and much higher conversion rates, even in this building industry downturn.”

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.
- A section for design tips and inspiration, including case studies, to help homeowners with the visualization process for their window and door project.

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- A Plan Your Project section that leads the visitor through a set of considerations about their project, helping to narrow the field of appropriate window and door choices.
- A new professional site, pro.milgard.com, which presents the building trades with more robust technical information and resources specifically designed for their needs.

At pro.milgard.com, dealers, builders, contractors, architects and design professionals can quickly access 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 Morgan. “Just like a brick-and-mortar store, a good first impression followed by a positive experience leads to greater customer satisfaction.”

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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