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Milgard.com Website Recognized with Industry Award

TACOMA, Wash. (September 2, 2010) — The Milgard Windows & Doors website, www.milgard.com, has been recognized with a Crystal Achievement Award as the best industry website from a large manufacturer. The Crystal Achievement Award program from Window & Door Magazine, a publication of the National Glass Association, honors unique innovations and excellence in manufacturing and marketing. Each year's award winners are featured in the Magazine's September issue.

"We're honored that the long hours we spent on customer research, planning and building milgard.com has been recognized with this award," said Scott Morgan, VP of Sales and Marketing for Milgard. "We started the whole process by listening to our customers and working to engage them through our website in a way that would have them coming back for more."

Milgard created an online experience that provides detailed information allowing visitors to learn without the distraction of sales pressures. Positioning itself as a trusted advisor within the category, the site guides visitors through an educational path without selling, while allowing visitors to jump to relevant Milgard product information when they're ready. By separating the educational from the commercial, Milgard effectively cut through the confusion, allowing customers to engage more fully with Milgard and its products.

"This is Milgard's third Crystal Achievement Award in four years," added Morgan. "And we'll continue to look for new ways to deliver on our promise of respect to our customers and offering the best service as part of our day-to-day operations."

About Milgard Windows & Doors

Milgard Windows & Doors, a Masco company based in Tacoma, Wash., offers a full line of wood, 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.

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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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