



F I L M P R O D U C T S

Contact: 800-528-4481
gila@cpfilms.com

Do-It-Yourself Homeowners Reduce Utility Bills with GILA® Window Film

MARTINSVILLE, VA (May 8, 2006)—Homeowners looking to cut summer’s high utility cost with manageable do-it-yourself projects are turning to GILA Window Film. In approximately 30 minutes, an average homeowner can apply GILA’s Heat Control Platinum Window Film that reflect up to 70% of the sun’s heat and can help save up to \$99 on summer cooling costs.

“Energy efficient homes and windows are something that should be obtainable for everyone. GILA Window Films are easy enough to install for even a new do-it-yourself homeowner to undertake and be successful,” say James and Morris Carey, nationally-known home repair experts and authors of Home Maintenance for Dummies. “GILA has taken steps to make installing window film easier than ever with changes to the film, application tools and exceptional installation support.”

One of the greatest improvements to DIY window film is GILA’s new EZ Mount adhesive which allows for repositioning of film in order to get complete smooth coverage without the worry of bubbles ruining the project. When the time comes to change the window film for a different look, the EZ Mount adhesive makes removal clean and leaves no adhesive residue. Additionally, GILA Heat Control film can help save energy and lower utility bills for approximately 10 years.

When buying GILA Window Film, homeowners can purchase a complete application kit which includes all the tools necessary to install the film. GILA’s application tools, include application solution, squeegees, utility knife, low lint cloth and a patented Edging Tool, and help make installation easy and professional looking in every room of the house. A typical installation should take 30 minutes or less.

The next best thing to having an expert like the Carey Brothers on hand when tackling a project is being able to watch as someone shows you all steps necessary for the completion of your project. GILA’s new online tutorial video walks viewers step-by-step through the installation process as they watch an average homeowner install the film on a window. The video is complete with helpful tips such as enlisting a friend’s help when peeling away the protective liner to expose the adhesive, and laying the film on a table when measuring and cutting.

- more -

Homeowners Reduce Utility Bills/page 2

GILA Window Films can be found in leading home improvement retailers nationwide in four product categories including Heat Control, Glare Control, Privacy and Fade Control. The films are available in a variety of sizes, and are pre-treated and safe to use with many types of standard, clear residential windows.

GILA technical experts recently conducted a scientific study utilizing the Lawrence Berkeley National Labs RESFEN 3.1 model and found that U.S. homeowners could save an average of \$99 on their cooling costs by applying GILA Heat Control Platinum Window Film. Visit www.gilafilms.com/energy for more information on the study.

GILA[®] is the leading manufacturer and supplier of performance and appearance window films and accessories to the DIY home improvement and automotive aftermarket. GILA is a division of CPFilms Inc., the world's largest manufacturer of solar control films with distinction in the areas of research and technology, manufacturing, global distribution and dedicated customer service. CPFilms is headquartered in Martinsville, VA and is a division of St. Louis-based Solutia, Inc. For additional information on GILA films, visit www.gilafilms.com.

#