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Homeowners Install GILA® Window Film to Lower Summer Cooling Costs

MARTINSVILLE, VA (Dec. 9, 2005) – Homeowners today are looking to cut energy costs. For reliable and inexpensive methods to reduce utility consumption, consumers across the country are turning to their neighborhood home improvement retailer and GILA (pronounced heela) Heat Control Window Films. With state-of-the-art components and non-intrusive look, home owners value how GILA Window Films helps conserve energy while maintaining the beauty of a home.

In just an afternoon's work, homeowners can start to feel the benefits of GILA from the family room to the family's bank account. The window film consists of a microthin layer of film with a metallized coating specially designed to reflect summer's heat more powerfully than any other do-it-yourself window film on the market. In addition, the film is virtually invisible which allows consumers to maintain the view out the window.

“Windows play a key role in a home's energy consumption. Replacing existing windows is a costly and lengthy process that is unfeasible for most homeowners,” says David Kaliser, Business Director for GILA Film Products. “GILA Window Film makes energy efficient windows possible for any do-it-yourself homeowner today.”

For about \$.80 a square foot, the films can reflect up to 70 percent of summer heat saving energy and money. According to GILA's statistics, the films can save a homeowner an average of 47% of their current annual cooling costs based upon the type of windows in their home and geographic location. The savings are based on the ability of the film to reduce summer heat gain on windows, which average 40% of a homeowner's monthly utility bill.

Easy to install even by the novice do-it-yourselfer, GILA Window Films can be applied to a window usually in under 30 minutes. First time installers will gain confidence with GILA's online detailed installation instructions and video which will walk through the installation process. GILA offers patented application tools and the specially formulated EZMount™ adhesive to make the installation easier for consumers which helps them achieve a sleek, professionally installed look.

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GILA Window Film/page 2

Heat Control films are available in two energy saving grades, Platinum and Light. All film rolls are 15' long and are available in 2', 3' and 4' widths. Platinum offers maximum performance by blocking up to 70% of summer heat. Light blocks up to 55% of the heat with a slightly lighter appearance. In addition to blocking summer heat, both films help retain interior winter heating and provide 99% UV rejection to help reduce fading year-round.

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 standard single and dual pane clear glass residential windows.

When applied, GILA films improve a home's overall comfort by controlling heat, fade, glare and privacy issues without blocking the view and allow sunlight to fill the home without the heat.

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.

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