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GILA® Revolutionizes DIY Automotive Window Tinting with New Custom Cut™ Program

MARTINSVILLE, VA (November 9, 2006) – GILA Film Products has revolutionized automotive do-it-yourself window tinting with the introduction of Custom Cut window film. Do-it-yourself application is now easier than ever with Custom Cut, which offers window film pre-cut to fit more than 2,000 vehicle models from approximately 30 different manufacturers.

With Custom Cut the challenge of measuring, cutting, and trimming the film has been eliminated. Consumers can purchase window film in four different light transmissions, pre-cut specifically for their vehicle. Consumers just need to know their vehicle year, make and model prior to ordering.

“GILA has listened to customers to create a no fuss automotive window film that most anyone can install. Custom Cut window film cuts the application time nearly in half, and gives customers a professional looking tint job at a reasonable price,” says David Kaliser, Business Director for GILA Film Products. “Between the pre-cut film and easy-to-use adhesive, Custom Cut is expected to make tinting your car windows a more attainable do-it-yourself project.”

Window film can help keep vehicles cooler and protect interiors from fading. Made exclusively with GILA UltraShield window film, Custom Cut reflects up to 67% of the sun's heat to help you feel cooler while driving. UltraShield film also provides up to 99.4% reduction in damaging ultra violet light to help protect interior upholstery and trim.

Custom Cut can be purchased for the entire car or for individual windows on a special order basis nationwide at Advance Auto Parts or directly from GILA by calling 1-866-382-4975. Prices for complete Custom Cut kits currently range from \$59.88 to \$79.88 per vehicle, with larger vehicles being at the top of the price range. Each Custom Cut kit is made to order by GILA and will arrive at the consumer's home or the retail store for pick up in approximately seven days.

In addition to pre-cut patterns, Custom Cut also features EZMount Adhesive to help make installation even easier. If you notice an air bubble or imperfection after the film is applied, EZMount allows you to peel the film away from the glass, correct the mistake, and re-apply for up to 24 hours after initial installation. When it's time to replace the film, EZMount also removes cleanly without any special tools, leaving no adhesive residue behind. Consumers with installation questions can contact GILA at 866-382-4975 or www.gilafilms.com for 24 hour support.

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All Custom Cut kits must comply with state tint laws. Tint laws vary from state to state, and consumers should always consult the regulations for the state where their vehicle is registered before applying any window film. Current tint law information is available in the Custom Cut catalog at the Special Order center in Advance Auto Parts stores and on the GILA website.

GILA® is the leading manufacturer and supplier of performance and appearance window films and accessories to the do-it-yourself home improvement and automotive aftermarkets. 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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