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Study Shows Window Film Reduces Energy Costs for Consumers -GILA® Window Films saves average of \$99 on energy bills -

MARTINVILLE, VA (May 8, 2006)-- Homeowners across the country are preparing for a summer of scorching heat and high energy bills. Armed with knowledge and preparation, homeowners can reduce their summer energy consumption and save an average of \$99 by installing GILA do-it-yourself window film.

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 on their cooling costs by applying GILA Heat Control Platinum Window Film. The study used a representative sample home and held several other variables constant for each of the 12 markets analyzed.

According to nationally-known home repair experts and authors of Home Maintenance for Dummies, James and Morris Carey, "Window film is a cost-effective course of action any homeowner can take to conserve energy and cut utility bills. Relief from the summer's heat and harmful rays will be felt soon after installation. For years we have recommended window film to homeowners as part of their home improvement and energy efficiency plan and we even have window film on our homes."

The effectiveness of GILA Window Film in reducing utility bills and energy consumption varies according to market and climate. Some cities like Atlanta could see an \$87 overall reduction in cooling costs while a Phoenix homeowner could save as much as \$260. Other markets with notable savings include Dallas with \$127 savings, New York with \$86 savings, Kansas City with \$93 savings and Miami with \$159 savings. Additional information on the representative sample home, climate, and energy markets used in the study model can be found by visiting www.gilafilms.com/energy.

"From San Francisco to Charlotte, all homes across the U.S. could benefit from window film," say the Carey Brothers. "GILA Window Film is an easy to use and effective choice for the do-it-yourself homeowner who wants to cut utility bills, conserve energy and preserve interior finishes such as furnishings, flooring and window treatments."

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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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