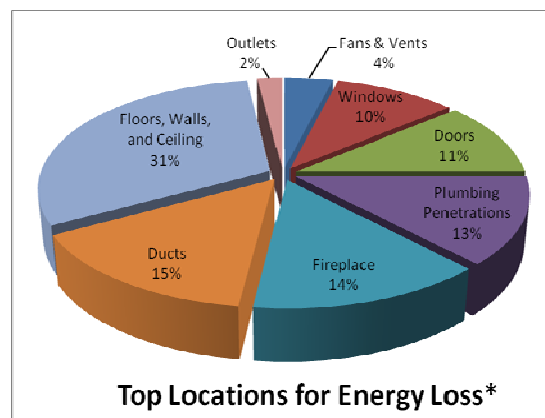




It's that time of the year again!

The temperature is dropping, heating costs are rising and your audience is looking for ways to save on their energy bills. Give them an easy, inexpensive product suggestion that will ensure that conditioned air is not escaping through gaps and cracks in their house. Even the savviest homeowner – who has weather-stripped, installed an adjustable thermostat, and abides by common energy saving tips – may not be aware of the impact that air leaks can have on the bottom line of their bills. GREAT STUFF™ Insulating Foam Sealant seals air leaks easily and permanently. Manufactured by The Dow Chemical Company, GREAT STUFF™ is designed to create an air-tight, water-resistant bond to eliminate energy loss in a home.

The typical home is a major source of U.S. greenhouse gas emissions, accounting for over twice as much carbon dioxide (CO₂) annually as the average automobile. The Environmental Protection Agency estimates that average home energy consumption (for a house heated with natural gas) results in about 27,300 pounds of CO₂ emissions annually--compared to 12,100 pounds CO₂ produced by the average automobile.



Air leakage through gaps, cracks and holes is the largest cause of residential heating and cooling loss. The Environmental Protection Agency estimates that homeowners can typically save up to 20% of heating and cooling costs (or up to 10% of total energy costs) by air sealing their homes and adding insulation in attics, floors over crawl spaces and accessible basement rim joists.

Help homeowners save money this winter; show them how to seal gaps and cracks.

For further information, please contact **Janet Hansen**, Marketing Communications Manager, The Dow Chemical Company, at (678) 269-1246, jehansen@dow.com; or **Lindsay Vaughn** of Brunner Inc. at (404) 479-2239, lvaughn@brunnerworks.com.

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* U.S. Department of Energy. "Energy Savers: Tips on Saving Energy & Money at Home."

http://www1.eere.energy.gov/consumer/tips/air_leaks.html