



Contact: Trisha Tindall
(704) 992-4797
trisha.tindall@momentive.com

Greener Homes. Greener Planet.

Homeowners Agree Reducing Home Energy Usage Most Useful Action

Huntersville, NC (March 31, 2008) — Four out of five people are interested in being “green,” according to a nationwide survey among homeowners. And, nine out of 10 homeowners agree that improving the **energy efficiency** of their homes is one of the most useful actions to help the environment.¹ This notion is a step in the right direction, as the home is a leading source of pollution. In fact, about 17 percent of U.S. greenhouse gas emissions are generated from the energy used in houses nationwide.²

This spring homeowners can go green with quick and easy home energy tune-ups. Survey respondents listed the following as the top three easy and inexpensive ways to increase a home’s energy efficiency.

- Caulk gaps and cracks
- Switch to ENERGY STAR qualified compact fluorescent light bulbs (CFLs)
- Install a low-flow showerhead.

According to ENERGY STAR, the most cost-effective action homeowners can take to improve energy efficiency is sealing and insulating their homes. Sealing gaps and cracks with silicone caulk, such as GE Silicone II*, and insulating the home can reduce total energy costs by up to 10 percent.³

CFLs use up to 75 percent less energy than regular incandescent bulbs.⁴ High efficiency showerheads can cut hot water demand by an estimated 40 percent.⁵ Together, these three easy actions can save homeowners hundreds of dollars a year in energy costs and remove hundreds of pounds of greenhouse gases from the environment.



¹ This survey was based on 100 online interviews of homeowners nationwide and was conducted in January 2008 by Brown Yardley Research. The survey has a margin of error of +/- 10 points.

² Alliance to Save Energy: Energy Fact Sheet

³ http://www.energystar.gov/index.cfm?c=home_sealing.hm_improvement_sealing

⁴ http://energystar.gov/index.cfm?c=cfls.pr_cfls

⁵ Tips on Saving Energy and Money at Home http://www1.eere.energy.gov/consumer/tips/monthly_tips.html



“Caulking is a small expense for a big step towards a greener world,” said Rodney Hawkins, General Manager of Momentive Performance Materials, an exclusive licensee of General Electric. “The key is to be sure to use GE silicone, not acrylic caulk, when sealing. If it’s not silicone, you may not get the same impact.”

Silicone is waterproof and permanently flexible, unlike acrylic caulk. And, silicone won’t shrink or crack like acrylic. Acrylics shrink up to 25 percent, leaving cracks and gaps for air and water to leak through, meaning an additional afternoon spent re-sealing the home, and more waste put in the environment. Also, GE Silicone II XST, a paintable silicone formula, has the benefits of silicone and the paintability of acrylic all in one.

For additional energy savings and how-to tips, and for information on sealing your home with GE Silicone II, visit www.gesealants.com.

ENERGY ACTION LIST			
<i>A more energy efficient home reduces the amount of greenhouse gases released into the environment helping to slow down global warming</i>			
ENERGY WASTE	ACTION	ENERGY SAVINGS	ENVIRONMENTAL SAVINGS (Measured in amt. of Co2 savings) ⁶
Gaps and cracks account for 25 to 40 percent of the energy used to cool a home ⁷	Caulk gaps & cracks in your home with silicone caulk & weatherstrip	A tightly sealed home reduces <u>total energy costs</u> by up to 10 percent	1,700 lbs.
Regular bulbs produce more heat, increasing energy costs associated with home cooling	Switch out three incandescent bulbs for CFL bulbs	CFLs use up to 75 percent less energy than regular incandescent bulbs	300 lbs.
Water heating is the third LARGEST energy expense in your home	Install a low-flow showerhead	High efficiency showerheads can cut hot water demand by an estimated 40 percent	350 lbs.

About the Company

Momentive Performance Materials Inc. is a premier specialty materials company, providing high-technology materials solutions to the silicones, quartz and ceramics markets. The company, as a global leader with worldwide



⁶ www.globalwarming.net/index.php?option=com_content&task=view&id=147

⁷ “Change for the Better with Energy Star: Air Sealing,” US EPA, Energy Star.

operations, has a robust product portfolio, an enduring tradition of service excellence, and industry-leading research and development capabilities. Momentive Performance Materials Inc. is controlled by an affiliate of Apollo Management, L.P. Additional information is available at www.momentive.com.

*Trademark of Momentive Performance Materials Inc.
GE is a Registered Trademark of General Electric Company.
