

HunterDouglas

CONTACT: Sarah Fletcher/ Amelie Smith
LOU HAMMOND & ASSOCIATES
1-800-742-3464; ext. 120, 123
sarahf@lhammond.com; amelies@hunterdouglas.com

HUNTER DOUGLAS GREEN INITIATIVE

~ Window Fashions Leader Unveils New, Comprehensive *Hunter Green Initiative* ~

UPPER SADDLE RIVER, N.J., Feb. 6, 2009 – Hunter Douglas is proud to announce the launch of *Hunter Green* – a new and very important corporate “green” initiative designed to promote the superior energy-saving benefits Hunter Douglas products offer, create awareness and action around conserving energy across the company and support social programs that have a positive impact across the globe.

As part of its commitment to environmental consciousness, the company also commissioned the GREENGUARD Environmental Institute (GEI), an independent, non-profit organization that has taken strong measures to establish acceptable indoor air standards for indoor products, environments and buildings, to verify that its products meet their stringent indoor air quality guidelines.” Now, virtually all Hunter Douglas products have passed rigorous standards and test procedures and are GREENGUARD Indoor Air Certified®. This is more than any other industry company. What’s more, Hunter Douglas products have also been certified by GREENGUARD for Children & SchoolsSM.

Conserving Energy

“Along with a renewed commitment to decreasing our own energy usage and implementing other changes that will ultimately reduce our carbon footprint,” said Donna Lobosco, Hunter Douglas Director of Brand Communications, “our overriding goal is to help customers everywhere conserve energy while adding beauty to their homes with Hunter Douglas window fashions – innovative products that are as functional as they are stylish.”

What most people don’t know is that almost five percent of all energy consumed in the U.S. passes through the windows of residential homes and as much as 50 percent of a home’s energy is lost through these same windows. Select Hunter Douglas window fashions can significantly reduce this energy loss, helping customers stay more comfortable in their homes, save on heating and cooling costs and do their part to protect the environment.

In fact, Hunter Douglas created the first highly energy-efficient yet fashionable window covering in 1985 with the introduction of Duette® honeycomb shades and many other energy-saving innovations followed, including Silhouette® window shadings, Vignette® Modern Roman Shades, Luminette® Privacy Sheers and Pirouette® window shadings. The most recent innovation on the energy-efficiency front,

Duette® Architella® honeycomb shades take energy conservation to a whole new level. The patented honeycomb-within-a-honeycomb design forms more air pockets than traditional honeycomb shades and reduces heat transfer at the window by up to 50 percent when the shades are properly installed, helping to lower heating and cooling costs.

This spring, from February 1 through April 30, 2009, the company has developed the *Stop The Great Energy Giveaway* promotional program offering generous consumer rebates. This program is designed to drive traffic to Hunter Douglas dealers and educate consumers about the enormous energy loss through windows and of the energy and cost savings available to them by adding energy-efficient Hunter Douglas window fashions to their homes. It is the largest consumer rebate savings that Hunter Douglas and Hunter Douglas dealers have ever offered. The promotion includes a new *We Make Green Beautiful* brochure that communicates the green benefits of various products and showcases the new *We Are Hunter Green™* logo.

Corporate Commitment

The Hunter Douglas corporate commitment to minimizing its impact on the environment includes an aggressive plan to reduce its energy consumption by 15 percent, water usage by 40 percent and overall carbon emissions by 20 percent over a three-year period. The entire Hunter Douglas organization is fully engaged in this effort, and progress will be formally tracked with those facilities achieving the greatest results rewarded for their commitment and contribution to the cause.

On a broader scale, the company financially supports the Arbor Day Foundation in its efforts to replant trees lost in U.S. fires and to preserve rapidly diminishing rain forest lands. Initial contributions to the organization are expected to result in 15,000 new trees and help save more than a million square feet of rain forest. In the social arena, during the 15-year Hunter Douglas partnership with Habitat for Humanity, the company has donated more than 100,000 window coverings to low-income families, while its employees have helped build hundreds of homes. Hunter Douglas has also invested in an equity fund that helps billions of people in developing countries around the world be more energy efficient and carbon neutral. Its activities include backing the commercialization of safe lighting products to replace polluting kerosene lamps.

“From products to processes to philanthropy, environmental consciousness is a core Hunter Douglas value. For the future of our children and our children’s children, we are indeed ‘Hunter Green,’” concluded Lobosco.

Hunter Douglas Inc. is a national sponsor of Habitat for Humanity, covering windows in every Habitat home built in the U.S. and Canada. Headquartered in Upper Saddle River N.J., the company is the leading manufacturer of custom window fashions in North America. For more information, contact your full-line Hunter Douglas fabricator or visit:

www.dealers.hunterdouglas.com.

###

