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FOR IMMEDIATE RELEASE

DAP Products Inc. Encourages Consumers to Seal and Protect Their Homes from Seasonal and Weather Related Elements

To Inspire Easy and Affordable Home Sealing Projects, DAP Launches the Seal Your Home and Win Contest

BALTIMORE, MD. (Sept. 7, 2011) – As the cold winter months approach, consumers can take simple steps to ensure they are ready for the impact that seasonal changes can have on the home and the wallet. Heating and cooling can account for almost half of the utility costs in the home. By properly sealing air leaks and insulating around the home, consumers can save up to 20 percent on heating and cooling bills.

While some weatherization projects require help from the professionals, there are some simple steps homeowners can take that will protect homes from the damaging affects of outside elements and result in energy savings. With the advanced line of sealing solutions from DAP, consumers can quickly and easily seal air leaks in their homes to stay warm this winter and start saving energy and money.

To inspire consumers to take on simple and affordable weatherization projects, DAP is offering consumers a chance to win \$2,500 toward their annual energy costs as part of the 2011 Seal Your Home and Win Contest. During the contest, consumers are encouraged to describe a specific weatherization project they have undertaken to protect their home from the elements. While all entrants will benefit, thanks to the cost savings benefits of home sealing, there will be a total of four grand prize winners. More details on the contest can be found at http://www.dap.com/free_energy_bills/default.aspx.

“Our primary focus at DAP is to meet the needs of our customers, and saving money is at the top of their list,” said John McLaughlin, president and CEO of DAP Products Inc. “Our highly durable, premium caulks, sealants and foams are easy to use, offer a relatively low cost investment and a high return as they can help homeowners save money on energy bills.”

Properly sealing holes, cracks and gaps where air can pass in or out of the home's building envelope – the thermal barrier between the interior of a building and the exterior environment—with caulks, sealants and foams not only protects the home from damage caused by wind, precipitation and temperature fluctuations, but also has a direct impact on the amount of energy required to maintain the interior living space at a comfortable temperature.

Simple home weatherization projects include:

- **Seal Around Interior & Exterior Window and Door Frames** - Check around the perimeter of all window and door frames for gaps and cracks where the frame meets the wall on both the inside and outside of your home. Replace any cracked or missing caulk around the frames with a fresh bead of high-quality sealant that will expand and contract with your home as temperatures fluctuate to avoid cracking.
- **Seal Around Interior & Exterior Pipes and Vents** - Check around all pipes, vents and other penetrations where air or precipitation may pass through a wall or ceiling into another room or to the outside of the house, breaking the home's barrier. If there is a gap between the pipe or vent and the surface they go through, it needs to be sealed.
- **Seal Around Electrical Outlets & Switches, Cable and Phone Boxes on Exterior Walls** - After removing the cover, look for any locations where there is a gap between the wall and the electrical box. If there is a gap between the wall and the box, it should be sealed. Be sure to shut off the source of electricity prior to doing any work.
- **Seal Along Foundation Lines** - Fill cracks and gaps in concrete foundations with sealant. Run a bead of caulk or foam to seal the seam between the foundation and the mudsill (or sill plate) and fill voids.
- **Check Where Walls Meet Floors & Ceilings** - Air leaks can occur in gaps or cracks where walls meet floors and ceilings. Remove baseboards on perimeter walls and apply sealant in the gap below the wallboard. You can also caulk along the bottom of the baseboard and where the wall meets the ceiling.

DAP manufactures a variety of premium sealants and foams that can be used to weatherize and protect the home. Once common air leaks have been identified in the home, it's easy to seal these by using the following DAP products:

- **DAP® DYNAFLEX 230® Premium Indoor/Outdoor Sealant:** DAP's most advanced latex sealant technology that combines the durability, strong adhesion and high flexibility of a silicone with the easy application, water clean-up and paintability of a latex. This

waterproof sealant stays flexible so it can withstand temperature fluctuations without cracking and works well for sealing gaps up to ½ inch wide.

- **DAPtex® Plus Multi-Purpose Insulating Foam Sealant:** The innovative latex polymer foam technology is ideal for filling and sealing large cracks, gaps and voids to seal out drafts, eliminate energy loss and prevent pest infiltration. Unlike polyurethane foams, DAPtex® Plus will not over expand and is proven not to bow, buckle or distort window and door frames. DAPtex® Plus Multi-Purpose Insulating Foam Sealant is ideal for filling, sealing and insulating around pipes, vents, outlets, above-ground foundations and crawlspaces.
- **DAP® 3.0™ Advanced Sealants with Kwik Dry® Technology:** Revolutionary DAP® 3.0™ Advanced Sealants stay flexible to form a waterproof and weatherproof seal that won't crack or shrink. They can be applied in all weather and sub-zero temperature conditions. Unlike other sealants, they can be exposed to water in just three hours, reducing down time and enabling do-it-yourselfers and professionals to complete jobs more quickly. DAP® 3.0™ Advanced sealants are easy to apply, low in odor, paintable and backed by a lifetime guarantee.
- **DAP® Concrete & Masonry Filler and Sealant:** This high performance, latex-based sealant repairs cracks and holes in concrete walls, foundations, brick and block walls. Because it contains silicone additives, the product provides outstanding adhesion and flexibility to form a waterproof and weatherproof seal. DAP® Concrete & Masonry is resistant to gas, oil, grease and salt, paintable and cleans up easily with water.

For more tips on how to properly seal your home in preparation for cooler temperatures, visit www.dap.com and sealyourhome.info.

About DAP Products Inc.

DAP is the leading manufacturer and supplier of caulks, sealants, construction adhesives, insulating foams, spackling, glazing and other general patch and repair products. DAP Products Inc. is consistently first-to-market with quality, reliable and long-lasting products for do-it-yourselfers and professional contractors and remodelers. For more information about DAP products and applications, visit our website at www.dap.com.

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