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MASCO CORPORATION LAUNCHES VERVE™ LIVING SYSTEMS

***Groundbreaking New Lighting Control System Based on
Advanced Energy-Harvesting, Radio Frequency Technology***

San Francisco, June 25, 2008 – Masco Corporation, one of the world’s leading manufacturers of brand-name consumer products for the home improvement and new home construction markets, announced today the launch of Verve™ Living Systems. Verve Living Systems will initially include a groundbreaking new lighting control system that combines energy-harvesting and radio frequency technologies to offer wireless, battery-less lighting control that can offset builder costs and provide homeowners numerous lifestyle and energy savings benefits.

“This is an exciting time for Masco as we believe our new Verve lighting control system will forever change the way homes are built,” said Dianne Pisarek, vice president responsible for Verve Living Systems. “With a host of unprecedented lighting control features, the Verve system will also dramatically improve the way homebuyers live inside their homes, both more comfortably and more energy efficiently.”

Developed by EnOcean GmbH, a Siemens Corporation spin-off, the radio frequency technology utilized in the Verve system eliminates the need for wiring between lights and light switches. In this way it improves new home construction by reducing the use of copper wiring, which in turn lowers material and labor costs. At the same time, it eliminates the problems and inefficiencies of having to move or rewire light switches. What’s more, because the switches are energy-harvesting, capturing energy from the simple movement of clicking the switch, they don’t require any batteries.

Verve Living Systems enable homebuilders to differentiate themselves in the marketplace by giving them the opportunity to offer their homebuyers innovative lifestyle and energy savings benefits. From whole-house dimming and pathway lighting to creating lighting “scenes” throughout the house, Verve systems makes it possible for homeowners to use their lighting to support and enhance their mood and lifestyle. The Verve wireless and battery-less switches are also completely movable, so homeowners can change switch locations to accommodate changes in their lives and homes. The dimming functionality used in the Verve system also reduces energy consumption and extends bulb life.

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According to Ms. Pisarek, the Verve Living Systems energy-harvesting, radio frequency technology is currently being used to develop additional applications in HVAC monitoring and control, whole house environmental monitoring and home security.

Masco is a proud founding member of the EnOcean Alliance, a consortium of innovative international corporations with a mission to standardize wireless control systems for sustainable buildings around the EnOcean energy-harvesting and radio-frequency technology.

About Masco Corporation

Headquartered in Taylor, Michigan, Masco Corporation is one of the world's leading manufacturers of home improvement and building products as well as a leading provider of services that include the installation of insulation and other building products. For more information on Masco Corporation, visit www.masco.com.

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