

NEWS

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NEW DAP® ENERGYSAVER™ AIR LEAK & GAP SEALANT High Performance Sealant Helps to Conserve Energy and Save Money

BALTIMORE (April 1, 2010) – Today, DAP Products Inc. introduces DAP® EnergySaver™ High Performance Air Leak & Gap Sealant for homeowners looking to reduce energy consumption and save money through home weatherization. Propelled by “Cash for Caulkers,” home weatherization has become the “new do-it-yourself” energy saving solution. Sealing air leaks with DAP® EnergySaver™ is an easy, effective way to conserve energy. Properly sealing and insulating can save up to 20 percent on heating and cooling bills, and DAP® EnergySaver™ is the perfect solution to fill gaps and seal cracks around the home.

This high performance sealant is ideal for sealing air leaks as large as one half inch and suitable for use with indoor and outdoor applications. This waterproof and weatherproof sealant features premium flexibility and adhesion for joint movement, allowing it to expand and contract with temperature fluctuations without cracking or shrinking. DAP® EnergySaver™ can be easily cleaned up with water, is paintable and is mold and mildew resistant. The cartridge packaging contains 45 percent post-consumer recycled content by weight and the shipcases are supplied through a facility that is certified by the Sustainable Forestry Initiative®. In addition, the low-VOC formula provides consumers a greener choice when it comes to choosing a sealant.

“DAP is very excited to offer this new product aimed directly at helping Americans conserve energy and save money,” said David Fuller, Vice President of Marketing for DAP Products Inc. “When used for sealing and insulating projects, DAP® EnergySaver™ will have a positive impact on homeowners’ energy consumption. That is good news considering the high energy summer cooling season is on the way.”

DAP® EnergySaver™ also improves the decision-making process for consumers looking for the best home weatherization sealant in the caulk aisle. The educational packaging on each tube of DAP® EnergySaver™ highlights the “Save Money, Conserve Energy” message, as well as reinforces the cost-saving message, “Save Up to 20% on Heating & Cooling Bills.” The package also directs consumers to visit www.sealyourhome.info for valuable home weatherization information and tips.

About DAP Products Inc.

DAP markets reliable, long-lasting products for contractors and do-it-yourselfers. Headquartered in Baltimore, MD, DAP is a leading marketer of caulks, sealants, adhesives, insulating foam, spackling, glazing, and other general patch and repair products. For more information about our products visit our Web site at DAP.com. To learn about home weatherization, visit sealyourhome.info. DAP Products Inc. also sponsors the DAP Help Line, a seven-day-a-week consumer hotline, 1-888-DAP-TIPS (1-888-327-8477).

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