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Don't Let Another Harsh Winter Take Your Wallet By Surprise *Help Protect Your Home & Your Energy Bill with Silicone Caulk*

Huntersville, NC (November 1, 2011) – Learn from the punishing effects of last year. Don't let potentially damaging and expensive leaks throughout your home take your wallet by surprise. Instead, protect your home – and your budget – with a caulk that lasts. Silicone, which is durable and waterproof, will repair small gaps that can balloon into expensive repairs, and seal miniscule unseen cracks that can elevate utility bills.

Follow these tips from the makers of **GE Silicone II* W/D Supreme** weatherization caulk. The keys are to know 1) where to look; 2) which caulk will protect against harsh weather for the long haul; and 3) the importance of starting now!

- 1. Find the Culprits** – Finding leaks is as much damage control as it is home energy control. For example, rain and snow can seep in and affect insulation and electrical wiring, a lot of which runs through attics and in unfinished basements; and can incur pricey repair bills if damaged. So, look beyond the obvious; check attics, basements, gutters and roofs in addition to windows and doors. Visit CaulkandSave.com's Where and How to Find the Leaks for an interactive guide.
- 2. Choose a Caulk That Can Withstand Mother Nature** – Not all caulks are durable enough to withstand harsh weather and extreme temperatures. A silicone caulk like GE Silicone II W/D **Supreme** is an excellent choice when your home is exposed to excessive cold temperatures. That's because it has twice the stretch of other top-selling silicone caulks on the market¹, giving it the ability to withstand extreme expansion or contraction that can occur with temperature fluctuations. And, it's permanently waterproof and crack-proof. So, freezing temperatures and moisture are left out in the cold. Conversely, degraded acrylic caulk can crack and crumble over time, with extreme movement, leaving gaps for air and water to seep through. Those leaks can lead to water damage, mold growth and higher energy bills.
- 3. Beat the Falling Leaves** – Fall is the ideal time to rid your home of air leaks. GE Silicone II W/D Supreme and GE Silicone II Window & Door caulk have fast "rain-ready" times, which means you don't have to worry that imminent precipitation will wash away your hard work. For planning purposes, one 9.0 fl oz tube is approximately enough to seal one window and two doors.² For more information, see the GE sealants step-by-step guide on how to properly caulk the home.

For more details about weatherizing your home with silicone caulk, visit www.caulkandsave.com. GE Silicone II W/D Supreme caulk is available nationwide at home centers and hardware stores for approximately \$8-10.



¹ **2x the Stretch:** Meets ASTM Test Method C920 Class 50 with +/-50% movement capability. Other top-selling silicone caulks for consumer applications provide up to +/- 25% joint movement (C920 Class 25).

² The door measurement of 36 inches by 80 inches is considered standard size by the website [dimensionsguide.com](http://www.dimensionsguide.com)

(<http://www.dimensionsguide.com/standard-door-dimensions>), and the window measurement of 36 inches by 48 inches is considered one of many commonly used sizes (<http://www.dimensionsguide.com/standard-window-sizes/>).



About Momentive Performance Materials

Momentive Performance Materials Inc. (Momentive) is the exclusive global licensee of GE sealants. GE pioneered silicone sealants in the 1940's and led innovative evolution of those products for decades. In 2006, the GE Advanced Materials business was sold to form Momentive. That same commitment to innovation, quality and service is unwavering. With a clear focus on product mastery and unparalleled technical support, Momentive offers a robust line of GE-branded sealants, adhesives and coatings around the world in consumer and commercial applications. Momentive Performance Materials Inc. is controlled by an affiliate of Apollo Management, L.P. Additional information is available at www.momentive.com.

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