

March 10, 2009

Spin Doctoring: *A public relations effort that provides an interpretation of an event or campaign to persuade public opinion in favor or against a certain organization or public figure. While traditional public relations rely on creative presentation of the facts, "spin" often implies disingenuous, deceptive and/or highly manipulative tactics.*

Dear Valued Customer,

Two days after President Obama signed into law the 2009 stimulus package, a copy of a rival spacer manufacturer's e-blast was forwarded to me by an upset customer. The customer asked my opinion regarding the obvious inaccuracy and lack of detail that was being submitted to them in the message of the e-blast.

The first portion of the e-blast spelled out the general details of the new \$1500 tax credit as well as what products would qualify for this incentive. Nothing in that portion of the e-blast was inaccurate or subject to interpretation.

However, the same cannot be said about the remainder of the information presented. The section in question detailed, by name, a comparison of various spacer systems. It was the e-blast author's contention that their product produced the lowest U-Value among the labeled dual-seal systems.

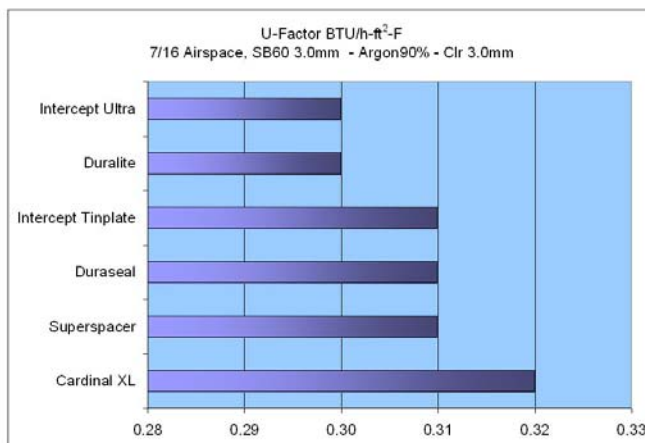
Now the "Spin Doctoring" begins. One has to ask oneself: "Exactly what criteria were used to develop the numbers represented?" Were they based on the individual IGU, so the number represents edge of glass(?), 2" off edge(?), maybe center of glass? Is this for the entire window system? Who knows?

GED has always prided itself in demonstrating engineering technical credibility and accuracy in its innovative machines, service and software products. We thought it would be informative and timely to review comparative performance facts on several warm edge spacer systems using **actual NFRC modeling data** on the latest simulation software available in order to assist you in making informed decisions about your options. (Get GED's THERM models and spacer cross-section drawings by going to <http://www.gedusa.com/366.0.html>)

The simulation graphics below are examples of U-Value Therm Simulation from two different North American manufacturer window models.

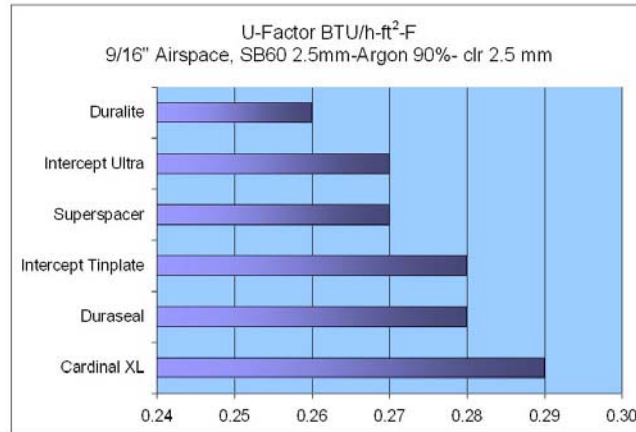
Simulation 1 is an example of a Double Hung (DH) window system simulated with various spacer systems using THERM 5 and Window 5 software modeled to NFRC procedures (all cases resulted with an SHGC of 0.29) The only components that are changing in these THERM simulations are the spacer systems. All other components remain constant.

DH THERM/WINDOW Simulation 1



Simulation 2 illustrates an example of a Casement window, comparing thermal performance for different spacer systems. (All cases resulted with an SHGC of 0.26)

Casement THERM/WINDOW Simulation 2



In both cases, the GED Engineered ULTRA Stainless Steel Intercept spacer shows high performance results qualifying these products to meet the 30/30 U-Value/SHGC requirements for the 2009 and 2010 tax credit.

While all modeling results will vary due to the individual characteristics of your window system, I can assure you that GED will always help you make the right choices with **'FACTS'** by utilizing the same THERM modeling techniques today's independent simulators use when analyzing your particular window system.

GED's Engineering expertise is at your disposal to help consult with your team to refine your material selections in order to understand what changes, if any, may be required to meet the tax credit qualifications.

We at GED have nothing to hide. I can assure you that you'll get no 'spin' from anyone at GED. Should you want to discuss this information, call me. **My direct line is 330.487.5094.** I always make myself available to speak personally with anyone about what we publish and the data used to arrive at our numbers. I welcome each and every opportunity to hear from you concerning this and any other questions you may have.

Best regards,

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