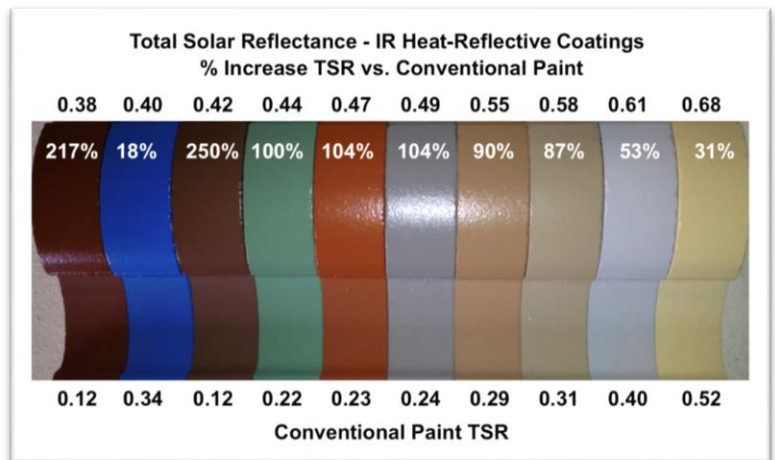
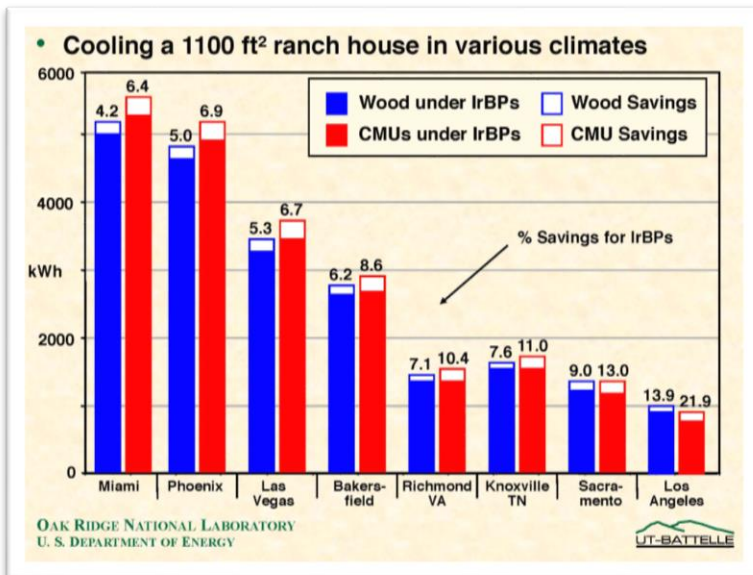


Energy Savings Obtained with Infrared (IR) Heat-Reflective Coatings

Textured Coatings of America, Inc. (TEX•COTE[®]) is the leading manufacturer of infrared heat-reflective coatings for walls, roofs and decks. TEX•COTE's patented technology works by reflecting infrared radiation (approximately 53% of the solar spectrum) back in to the atmosphere. This, in turn, reduces the surface temperature by up to 50°F – depending on the color chosen. Reduced surface temperatures lead to enhanced durability, superior fade resistance, and reduced peak cooling energy use. TEX•COTE[®] heat-reflective products reduce Total Solar Reflectance (TSR) without ever changing the color.



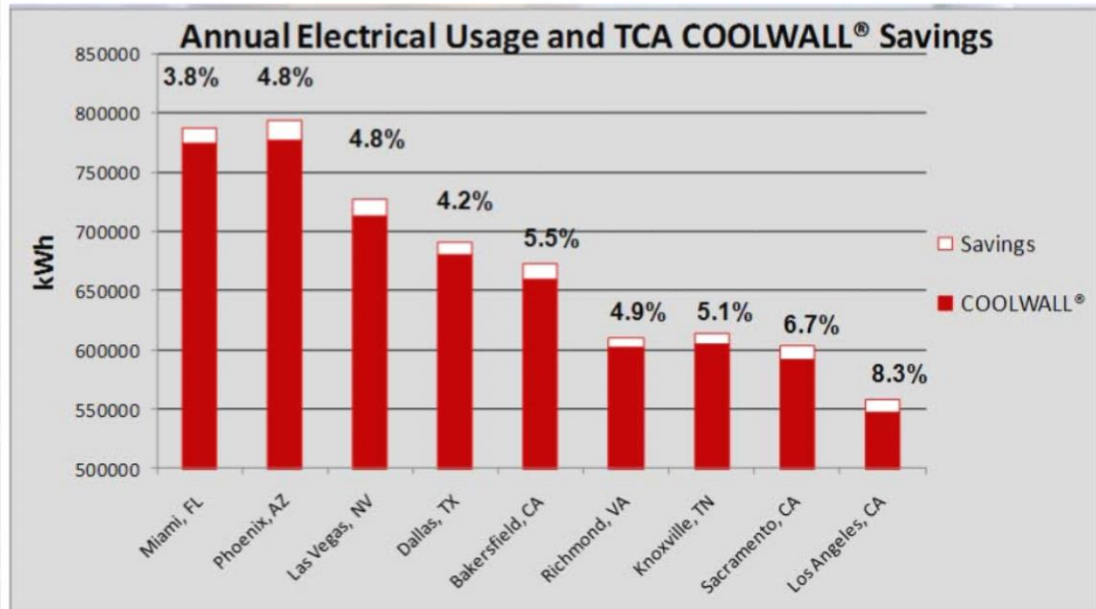
TEX•COTE[®] infrared heat-reflective products are on average 100% more reflective than traditional coatings in the same color.



TEX•COTE[®] infrared heat-reflective wall coating systems have been tested by the U.S. Department of Energy and proven to reduce cooling costs by up to 21.9%. (Percentage of savings are based on the DOE study which showed savings ranging from 4.2 – 21.9%)*

In 2005, TEX•COTE's infrared heat-reflective wall system was tested by the U.S. Department of Energy's Oak Ridge National Laboratory over a two-year period. In controlled testing on their own test wall, the DOE measure the TSR for TEX•COTE's infrared heat-reflective wall coating at .513 compared to a traditional coating in the same color at only .246 – an increase of over 100%! The study found that the system significantly reduced exterior wall temperatures while reducing energy consumption in concrete block, stucco, and wood-framed homes. The Department of Energy study found that TEX•COTE's infrared heat-reflective wall coating system can reduce cooling costs by up to 21.9%*!

COMMERCIAL BIG BOX RETAIL ENERGY SAVINGS



*Analysis done for 150' x 300' single story retail store.

TEX•COTE® infrared heat-reflective wall coatings provide energy savings ranging from 3.8% - 8.3% for 150' x 300' single story retail structures.

The Architectural Energy Corporation also completed a study to calculate the energy savings obtained with TEX•COTE®'s infrared heat-reflective wall coatings for nine climates when applied on at 150' x 300' single story retail store. The TEX•COTE® product showed lower cooling energy use than conventional paint in all climates. On the basis of annual cooling and fan electricity usage, the savings ranged from 3.8% in Miami to 8.3% in Los Angeles. Maximum energy savings occurred in summer months when cooling is most required. Kohl's, a national retailer, (whose corporate colors are similar to common military light to dark browns) has indicated that their stores are savings more than \$8,000.00 a year without changing any of the colors used.

For more information, call 1-800-454-0340 or visit www.texcote.com.

*Percentage of cooling costs and surface temperature reductions will vary based on color chosen, geographical location, climate conditions, and substrate type. In some climates there may be a heating penalty. For more information, visit www.texcote.com.

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