

## FOR IMMEDIATE RELEASE

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## IT'S GOING TO GET UGLY. THEN THERE WILL BE DOOR PRIZES.

Therma-Tru Announces Popular "Ugliest Door™" Contest  
With Dramatic Door Makeovers Awarded to Two Lucky Homeowners

Maumee, OHIO (May 3, 2010) – It may get ugly at first, but beautiful "door prizes" are in store for two lucky homeowners if they are voted winners of Therma-Tru's Ugliest Door contest, a competition to identify the most unappealing home entryways. The public will have the opportunity to cast their votes online for the ugliest doors, and the chosen winners will receive dramatic door makeovers valued up to \$5,000. The contest kicks off May 3, 2010, and runs through July 2.

The ever-popular competition brings out the ugliest in doors and funniest in people. Homeowners are invited to visit [www.MyUglyDoor.com](http://www.MyUglyDoor.com) and submit entries in a choice of two formats – either a written 150-word essay with two photos, or a 90-second narrated video – creatively highlighting their door's utter ugliness. As an added incentive, the winner of the video category will also receive a \$100 American Express® gift card.

Entrants' doors may be warped, rotted or rusted, paint chipped, wood cracked or just plain out of whack. In fact, everything is fair game, from 1970s remodeling disasters to inherited doors of terrifically bad taste. The contest finalists will be posted on [www.MyUglyDoor.com](http://www.MyUglyDoor.com), where everybody can view the entries, make door-to-door comparisons and vote for the ones they think are the ugliest.

There will be one winner in the essay category and one winner in the video category. The doors deemed absolute ugliest will receive the full makeover treatment and will be replaced with beautiful, low-maintenance, durable, energy-efficient and secure Therma-Tru fiberglass doors that add curb appeal to a home and complement its architectural style.

"We expect this year's competition to be especially tough, because many of today's homeowners are looking for easy ways to increase the energy efficiency of their homes while adding overall value and curb appeal," said Sara Theis Alcroft, senior manager, brand marketing, Therma-Tru. "With Therma-Tru's fiberglass doors, they can do both at the same time."

### Fiberglass doors: Beauty and brawn

Therma-Tru entry and patio doors bring aesthetic-appeal and long-lasting design to the home. Fiberglass doors offer five times the insulation of wood doors and create an energy-efficient envelope for the home. Over 94 percent of Therma-Tru door systems are ENERGY STAR® qualified and actually exceed these strict requirements. Fiberglass doors also offer the rich look of a wood door but are more affordable and easier to maintain – they won't rot, crack or split like wood doors, or dent, rust or corrode like steel doors.

To learn more about the Ugliest Door contest, view contest rules and enter to win, visit [www.MyUglyDoor.com](http://www.MyUglyDoor.com). For more information about Therma-Tru, or to see how a new door might enhance the look of your home, visit [www.thermatru.com](http://www.thermatru.com).

### About Therma-Tru

Therma-Tru Doors is the nation's leading manufacturer and most preferred brand of fiberglass and steel exterior door systems. Founded in 1962, Therma-Tru pioneered the fiberglass entry door industry, and today offers a complete portfolio of entry and patio door system solutions, including decorative glass doorlites, sidelites and transoms, and door components. Therma-Tru, headquartered in Maumee, Ohio, is part of leading consumer brands company Fortune Brands Inc. (NYSE: FO). For more information about Therma-Tru Doors, visit [www.thermatru.com](http://www.thermatru.com), or call (800) 537-8827.

NO PURCHASE NECESSARY TO ENTER OR WIN. Open to permanent lawful residents of Ontario, Canada, the 50 United States or D.C. who have reached age of majority in their province or state, and are the owner of a home with entry door rough opening dimensions compatible with Therma-Tru's standard (non-custom) door sizes. Void outside Ontario, Canada, the 50 United States, D.C. and where prohibited. Contest begins 12:00:01 am EDT 5/3/2010 and ends 11:59:59 pm EDT 7/2/2010. Correct answer to skill-testing question required for Ontario residents only. Odds of winning depend upon the number of eligible entries received and application of judging criteria and public voting as described in the Official Rules to such entries. For complete Official Rules visit [www.myuglydoor.com](http://www.myuglydoor.com). Sponsor: Therma-Tru Corp., Maumee, OH. \*Door value up to \$3,500, installation up to \$1,500. ©2010 Therma-Tru Corp. All rights reserved.

