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KASSON KELLER ANNOUNCES NEW ECOSHIELD WINDOW BRAND

Vinyl windows designed to meet demand for new energy efficient criteria

Envisioning continued growth in the evolution of energy efficient vinyl window and door products, Kasson Keller has launched a full line of products called EcoShield Window and Door Systems. The EcoShield product line integrates the properties of ecology, comfort and economy into a high-performance design that meets or exceeds the most ambitious energy standards in America today.

EcoShield windows with the ST Glazing Package offer unsurpassed thermal efficiency that can lower the average home energy bill by 30-40%, and cut CO2 output by 1,600 pounds per year.

The company's clients also asked for strategic support in this area and despite difficult market conditions, Kasson Keller will launch a fully integrated marketing program to help pull business through. This approach will make it easier for the market to understand what products qualify for tax credits under the American Recovery and Reinvestment Act of 2009.

“The demand for energy efficient products is not going away, and we believe that the EcoShield brand will serve as a marketing umbrella for future product innovations,” commented Bill Keller, CEO of Kasson Keller Corporation. “This will help to strengthen the position of Kasson Keller and our marketing partners as we implement our long term strategic plan.”

Information on the new EcoShield brand can be found at www.ecoshieldwindows.com.

Kasson Keller has manufactured windows since 1946, primarily serving the Northeast and Mid Atlantic regions. A sister company of Keymark Corporation, the companies are located in Fonda, NY and Lakeland, Florida and employ over 700 people in the local communities.