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Media Contact:

Adam Ganz

206-628-7700 / aganz@purdierogers.com

Atrium Companies Honors National Window Safety Week, April 5–11

Corporate values of continuous improvement and excellence include warnings and education of window hazards

DALLAS – Citing its mission of commitment, passion and enthusiasm to continuous improvement and excellence in products and services, Atrium Companies today recognizes the upcoming National Window Safety Week, April 5–11. As part of this recognition, Atrium is redoubling its education effort to increase awareness of window safety issues throughout its entire window manufacturing sales channel, a channel that includes window distributors, building materials dealers and builder tradespeople.

Atrium outreach before National Window Safety Week includes:

- Improved labeling: International child-falling-through-window-screen warning label, graphically calling out the dangers of children's play around open windows with screens
- A strong message: "Kids Can't Fly" warning labels and warning graphic included with all Atrium windows
- Handy information: Window safety checklists from the National Safety Council and the United States Fire Administration are available on Atrium's corporate Web site www.atrium.com
- Fun for consumers and their children: Atrium now offers downloads of the Window Safety Activity Book, a coloring and game book from the National Safety Council (NSC) that teaches children about window safety

Atrium's goal is to educate customers on the best practices for their customers' customer, the consumer, with information that helps save lives. Atrium's ability to reach out to a wide marketplace is significant because of the continued growth of the company: Atrium Windows and Doors can be found in every U.S. market. And, since Atrium Companies controls all facets of its products and sales of products—from extrusion, fabrication and in some cases distribution—the company is committed to the good work of safety organizations in the industry and intends to do its part in leading the way toward greater window safety for its broad network of customers and partners.

"As the leading manufacturer of aluminum and vinyl window and door products, Atrium touches the lives of many in the building trade industry," said Mark Gallant, vice president of marketing for Atrium Companies. "From the architects, designers and specifiers who recommend the product, to the builders, contractors and do-it-yourselfers who install it, every one will receive a clear message from our product labeling warnings that screens are not weight-bearing and not designed to prevent a child from falling through an open window.

"The design of our warning label, with the falling-child graphic, makes it abundantly clear at the screen installation phase that Atrium takes window safety seriously. We pass that message to customers through our Web site with a dedicated section on window safety," added Gallant.

For more details on Atrium Companies' window safety information or to download their materials, go to www.atrium.com.

For more details on National Window Safety Week, visit the NSC Web site at www.nsc.org.

About Atrium Companies, Inc.

For more than 50 years, Atrium Companies, Inc. (atrium.com) has offered the highest quality window and door products to builders, contractors and distributors in the residential construction industry. Dedicated to meeting the needs of its customers, the Atrium family of brands provides a versatile range of window and patio door products, including vinyl and aluminum models, as well as replacement and new construction product lines. A variety of window styles also is available through the Atrium family, including single- and double-hung, horizontal slider, casement, tilt-and-turn and architectural shapes. Specialty products range from hurricane-impact solutions with Atrium's SafeHarbor® impact-resistant windows, patio doors and hurricane window shutters, to innovative soundproofing Silent Guard™ Sound Suppression Windows. The company's portfolio of brands includes its flagship Atrium Windows and Doors brand, Superior Windows, Thermal Industries, Danvid Door and Window, HR Windows, Champion Window, North Star Windows and Doors, and Darby Door.

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