



## **Masco Corporation Foundation Sponsors Third Annual Clean Energy Prize**

### **Contest Encourages Entrepreneurship in Michigan and the Development of Clean-Energy Technologies**

**Taylor, Mich. (May 17, 2011)** - Continuing the tradition of support for not-for-profit organizations in areas of the arts, culture, housing and environmental initiatives, Masco Corporation Foundation sponsored the 2011 Clean Energy Prize. The third annual contest is designed to encourage entrepreneurship in Michigan and the development of clean-energy technologies. This year's contest was organized by the Center for Entrepreneurship at the University of Michigan College of Engineering and DTE Energy.

The Clean Energy Prize is a competition that is accelerating energy innovation in Michigan by moving clean technologies from university labs to the market through collaborative, cross-disciplinary business plans. Initially, 26 teams from seven colleges and universities across Michigan competed for the top prize of \$50,000. DTE Energy made a commitment to be the anchor sponsor of the prize joined by founding sponsors Masco Corporation Foundation and The Kresge Foundation, as well as additional annual sponsors.

"The Clean Energy Prize supports an innovative future for Michigan business, and is in keeping with the Foundation's interest in promoting clean energy solutions," said Melonie Colaianne, President of Masco's Foundation. "The Foundation is dedicated to supporting advanced technologies, particularly those that have the opportunity to improve green building science and provide more environmentally-friendly and sustainable options to consumers."

The winning company, CSquared Innovation, is a concept to component research and development company focusing on disruptive clean-manufacturing technologies for energy, aerospace and biomedical industries.

CSquared Innovation is commercializing a laser-assisted atmospheric plasma deposition technology development at the University of Michigan which offers a high speed, cost effective and highly scalable platform approach to the synthesis of nanostructure materials and films for a large area on Li-ion battery electrodes, photovoltaics, industrial coatings and biomedical materials. The company is expected to launch shortly from the University of Michigan Tech Transfer's Venture Center and is based on technology developed in the lab of Pravansu Mohanty, a professor in the Department of Mechanical Engineering at University of Michigan Dearborn.

#### **About Masco Corporation Foundation**

The Masco Corporation Foundation supports not-for-profit organizations in the areas of arts, culture, housing and environmental initiatives. Additionally, the Foundation makes limited grants to a number of very specific civic, educational and human service initiatives in the communities where it does business. The Masco Corporation Foundation was founded in 1952 and is funded with contributions from Masco Corporation. Masco Corporation is one of the world's largest manufacturers of brand-name consumer products for the home including Behr® paint, Delta® and Hansgrohe® faucets, bath and shower fixtures and KraftMaid® and Merillat® cabinetry. For more information on the Foundation and the Masco family of brands, visit [www.masco.com](http://www.masco.com).

#### **Media Contact**

Karen Mendelsohn  
Vice President - Sales and Marketing  
313.792.6708  
[karen\\_mendelsohn@mascohq.com](mailto:karen_mendelsohn@mascohq.com)

Jill Delaney  
MSL Chicago  
312-861-5264  
[jill.delaney@mslgroup.com](mailto:jill.delaney@mslgroup.com)