



Verve™ Living Systems Unveils New Line of Hospitality Products

Taylor, Mich. (September 13, 2011) - Masco company Verve™ Living Systems, a revolutionary system that combines radio frequency and energy-harvesting technologies to offer wireless room controls for homes and building applications, has introduced a new line of energy-saving automation products developed specifically for the needs of the hospitality channel.

The Verve Living Systems product line for hospitality includes an assortment of sensors and control devices that can be combined to work together in an organic network to determine the occupancy state of the room, set back temperature, and turn off lights and miscellaneous electrical loads to help hotels manage energy costs.

The new portfolio of products uses highly efficient radio frequency technology in an attractively designed family of temperature and electrical load control devices. The portfolio features self-powered motion, contact and key card sensors to save energy without compromising the guest experience.

"With this launch, we are committed to creating affordable solutions that provide an effective return on investment to hotel owners and operators," said Dianne Pisarek, Verve president. "With fast, non-invasive installation and no ongoing maintenance costs, we're excited to showcase how Verve products enable customizable, scalable options for hotels of any size."

Verve sensors and controls are both self-powered and wireless, ensuring installation and set-up can be done with in-house resources. Rooms can typically be returned to inventory in under an hour, minimizing downtime. Because the devices are self-powered either by efficient, discrete solar technology or by kinetic energy harvesting, the need for periodic battery changes is eliminated and operational costs can be significantly reduced.

For more information, visit vervelivingsystems.com.

About Masco Corporation

Masco Corporation is one of the world's largest manufacturers of brand-name consumer products for the home and family, including Behr® paint, BrassCraft® water supply products, Delta® and Hansgrohe® faucets, bath and shower fixtures, KraftMaid®, Merillat® and Quality™ cabinets and Milgard® windows and doors. Masco is also a leading provider of services that include the installation of insulation and other building products through Masco Contractor Services and Masco Home Services. For more information on the Masco family of brands, visit www.masco.com.

About Verve Living Systems

Verve Living Systems is one of the innovative brands of Masco Corporation, a Fortune 500 company and one of the world's largest manufacturers of brand-name products for the home improvement and new home construction markets. Verve energy saving room controls are affordable and easy to install and can be used in both residential and commercial lodging applications. Verve products are designed to maximize energy savings and minimize hassles while providing an uncompromised user experience. For more information, visit vervelivingsystems.com.

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