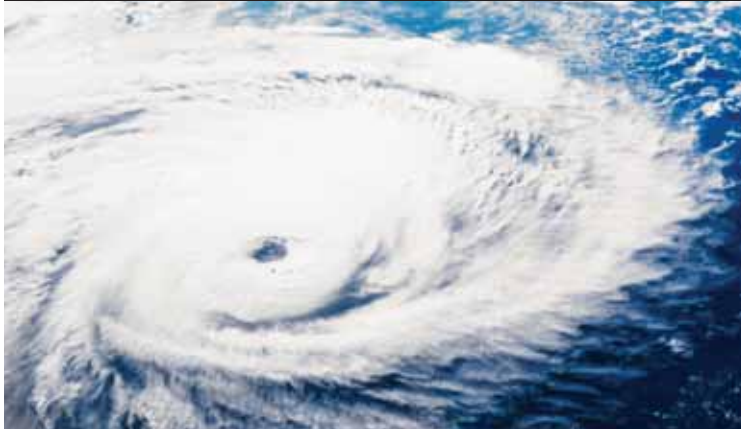


3M™ Safety and Security

Window Film saves Florida couple thousands in hurricane damage.



The Pope's live on Sewall's Point which took direct hits from Hurricanes Frances and Jeanne.

Using a safety and security window film manufactured by 3M has saved a Florida couple thousands of dollars in repairs. Mr. Joel Pope of Stuart, Florida says the film clearly exceeded his expectations during the brutal 2004 hurricane season that relentlessly pounded the state.

"This window film is one of those rare products that actually exceeded my expectations. I am dealing with roof damage, landscape damage, loss of power and the like, but I have no water damage inside my home, and for that I thank 3M," said Pope.

Instead of plywood sheets or shutters, the Popes chose 3M™ Ultra Safety and Security Window Film. The Popes live on Sewall's Point, which took direct hits from Hurricanes Frances and Jeanne. Sewall's Point is only 3 miles long, and is right on the waterfront of the intra-coastal waterway. Frances (Category 2) made landfall on Sewall's Point just after 1:00 AM on September 5, 2004. Twenty days later, Jeanne (Category 3) came ashore on South Hutchinson Island, a barrier island just east of Sewall's Point. The eyewall of both storms passed directly over the Pope's single family home.

OPTIONS

After looking at several options for protecting their windows, the Popes chose 3M's window film for a number of reasons. "It doesn't detract from the physical appearance of the house. Once it's installed, I don't need to worry about taking it down and putting it up again. Besides, it has other benefits relating to heat and sunlight. It's also significantly less than the cost of shutters," said Pope.

CASE HISTORY

Many homeowners nail plywood sheets over the glass to prepare for a hurricane. Window shutters are also popular in Florida. They are available off-the-shelf, and in custom-made roll-down or wall-mounted folding designs. But shutters are permanent and can distract from the home's aesthetics. They can also be expensive to buy and install.

RESULTS

When he and his wife were allowed to return after the mandatory evacuation, they were totally surprised at the lack of damage. There was extensive damage to their neighborhood and several huge trees were either snapped or knocked down by the force of the wind. Only one window was cracked, and the film kept the glass intact through both storms. "We were shocked. We fully expected to see significant damage. The windows remained intact and our home was relatively undamaged. This one

damaged window is on the second floor, in the northeast corner of the house. It's the worst possible spot. It cracked during the first storm, and not only did the 3M film hold it in place, but the same damaged window also remained in place through the second storm two weeks later. It's amazing," said Pope.

The Pope's neighbors weren't so lucky. Many had huge trees uprooted, smashed in roofs, ripped off decks and yards littered with boat parts. Many of their neighbors had significant wind and water damage. According to Mr. Pope, one neighbor had so much damage their house was condemned. According to 3M, the Popes were indeed very fortunate. 3M's Ultra Safety and Security Window film does provide enhanced protection, and even if the glass is cracked or broken, will help keep glass from flying around. However, in hurricane situations, foreign objects and high wind speeds can literally destroy entire windows, walls, roofs and the like. "We were very pleased to hear about the Pope's experience", said Jon Hanbury from 3M, "and wish them the best in the many years of enjoyment they will have from 3M window film".

"Anyone who lives in an area that can be hit by a hurricane should consider using this fabulous window film. It's a one-shot installation that protects your windows, reduces heat and sunlight damage, doesn't distract from your home's exterior look, and costs a fraction of what shutters cost," according to Joel Pope.

For more information, visit www.3M.com/windowfilm or call 1-866-499-8857.

