



Allied Manufacturers of Motorized Products

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Allied Manufacturers of Motorized Products Announces New Home Control and Automation Industry Alliance

Home Motorization Control Industry Leaders Seek Additional Members to Build a Collaborative Alliance that Focuses on Creating Awareness of “Smarter Homes”

FORT COLLINS, Colo.– In response to the recent growth of home automation and motorization controls industries, Allied Manufacturers of Motorized Products (AMMP) announces the launch of a collaborative alliance of industry leading manufacturers that aims to generate awareness of creating smarter homes with home control and automation products, as well as to connect automation dealers with motorization manufacturer dealers.

The newly formed consortium, AMMP, formally kicked off with its first member meeting at the International Window Coverings Expo in Atlanta on March 27, 2008. AMMP brings together the most prestigious manufacturers of interior and exterior window coverings and shadings, projection screens and media concealment products as founding members, including BTX Window Automation, Inc., Electronic Solutions, Inc. (ESI), Hunter Douglas, Inc., Media Decor, The Right Track, Skyco Shading Systems, Inc., Stewart Filmscreen and Window Modes, LTD. AMMP is also currently seeking to add other visionary companies as founding members that are willing to invest in building the home control and automation industry.

The AMMP Alliance is a marketing and promotional resource designed to increase sales of motorization products, boost awareness of motorization products within the home automation

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and commercial marketplace, educate current and potential customers about available technologies, and to promote motorization to end-user customers and serve in building relationships between automation dealers and motorization manufacturer dealers. In addition, the alliance will create a strong synergy dedicated in making motorization products the industry standard.

Current home design trends and recent changes in the economy have resulted in more homeowners focusing on motorization control options for the home, such as electronic windows coverings, awnings, automatic projection screens/televisions and motorized art used for media concealment, within the home automation category. A recent study from market consulting firm Frost & Sullivan found that the industry earned revenues of \$1.2 billion in 2005, and the research firm estimates this number will reach an annual average of \$2.4 billion by 2012. Adding upscale, innovative features to the home allows homeowners to upgrade to meet their desires and can also improve resale value.

“Builders and designers are always looking for features that make homes smarter and homeowners like to add unique touches that make their homes more liveable and daily life more convenient,” said Robin Reining, spokesperson for AMMP. “We’re excited to launch AMMP at this opportune time and we are honored to have industry-leading companies as the founding members of the alliance. Their knowledge and participation in AMMP will be of great value when communicating the availability and benefits of motorization products in the home. Adding new members will help us continue spreading the word even further.”

About Allied Manufacturers of Motorized Products

Formed in November 2007, Allied Manufacturers of Motorized Products (AMMP), is a consortium of leaders and manufacturers of interior and exterior window coverings and shadings, projection screens and media concealment products. AMMP is committed to generating awareness of motorization products, meeting business goals of alliance members, offering a marketing initiative to help communicate the benefits of the home control and automation products, as well as making motorization products the gold standard in the home automation category. Founding members of AMMP include: BTX Window Automation, Inc., Electronic Solutions, Inc. (ESI), Hunter Douglas, Inc., Media Decor, The Right Track, Skyco Shading Systems, Inc., Stewart Filmscreen and Window Modes, LTD. For more information about AMMP or for AMMP Alliance membership questions, contact Robin Reining at (970) 663.9344.