



Aeroseal & Home Energy Conservation Fact Sheet

Market Demand

- The energy efficient home improvement market is estimated at \$40 billion and is expected to grow to \$50.2 billion by 2014.¹
- Between 60% and 85% of residential homes could realize significant energy savings benefit from duct sealing.²
- 10% to 30% of the heated or cooled air in residential homes is lost in residential homes.³
- In the U.S., \$25 billion is lost in energy waste via air duct leakage each year.⁴

Effectiveness

- Aeroseal is 95% effective at sealing air duct leaks⁵
- Aeroseal customers save an average of \$600-\$850/year in energy savings. Some homeowners have saved up to 40% in their energy bill.⁵
- Homeowners can expect a 2-3 year return on investment based upon home energy savings.⁵
- The Department of Energy proclaimed aeroseal technology to be one of the top 23 most important energy conservation technologies for consumers to come out since the department was first established⁶

Aeroseal – The Technology

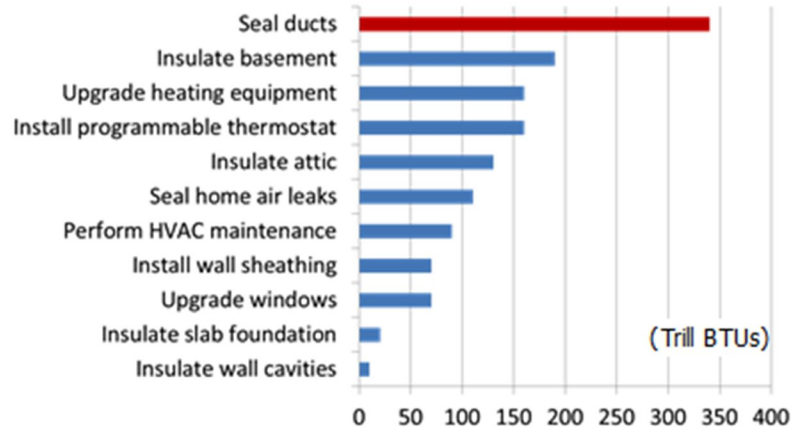
- Aeroseal was created in 1994 at the Lawrence Berkeley National Laboratory.
- The research for Aeroseal was funded by the EPA, the U.S. DOE, Electric Power Research Institute and the California Institute of Energy and Environment.
- The University of California was granted the initial Aeroseal patents in 1996 and 1999. Aeroseal LLC currently holds an exclusive license to the technology. It was first introduced in 1999 but remained relatively unavailable to the public until 2011.
- Average residential cost to customers is \$1,100 to \$2,000.
- Time lapse testing has shown Aeroseal to last to the tests' upper limit of ten years. One application is expected to last for the life of the house.

Aeroseal – The Company

- Aeroseal LLC was formed in 2010 as a subsidiary of JMD Corporation. JMD is focused on creating a portfolio of energy efficiency technologies and building a channel for clean-tech solutions. Aeroseal is the first acquisition in the portfolio.
- Aeroseal technology was bought by Carrier Corporation in the late 1990s. In 2010, Mark Modera, the inventor of Aeroseal, with the support of private equity investors, bought the company from Carrier to realize the full potential and benefits of the technology.
- Aeroseal is dedicated solely to the support of its dealers and the expansion of Aeroseal technology as a primary means of residential and commercial energy conservation.

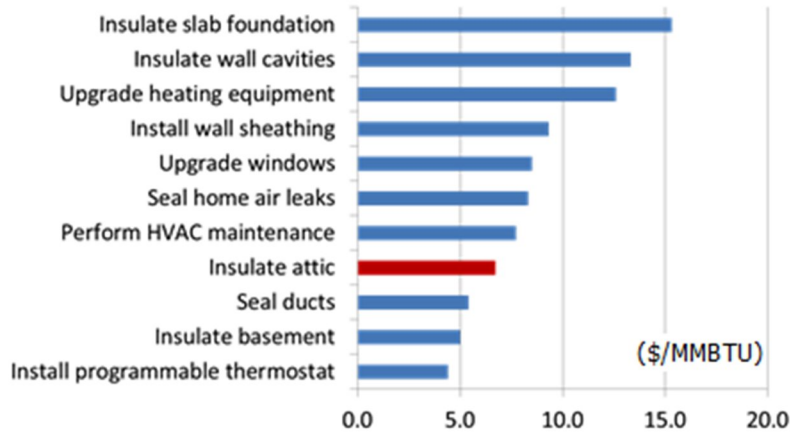
Aerosealing your home is one of the most effective and least expensive things you can do to improve energy efficiency ⁷.

McKinsey: Energy Efficiency Potential



Source: *Unlocking Energy Efficiency in the US Economy*, McKinsey and Company, 7/09

McKinsey: Average Cost Per BTU Saved



Source: *Unlocking Energy Efficiency in the US Economy*, McKinsey and Company, 7/09

¹ Pike Research, June 2010

<http://www.pikeresearch.com/newsroom/energy-efficient-home-improvement-market-to-surpass-50-billion-by-2014>

² ASHRAE Journal, March 2005

http://www.paltech.com.au/datasheets/Duct_Modera_ASHRAE_152.pdf

³ PGE Tech Brief – Duct Sealing

<http://www.pge.com/myhome/saveenergymoney/savingstips/centralair/>

⁴ Department of Energy, Energy Star

http://www.energystar.gov/index.cfm?c=heat_cool.pr_hvac

⁵ AeroSeal research

<http://www.aeroseal.com/problem-we-solve/faq-residential.html>

⁶ Presentation by Mark Modera, PhD, P.E., 2007

<http://www.annex46.org/kd/cache/files/C269EB19A64F45788DFDE7142146C07A.pdf>

⁷ McKinsey & Company research

http://www.mckinsey.com/Client_Service/Electric_Power_and_Natural_Gas/Latest_thinking/Unlocking_energy_efficiency_in_the_US_economy.aspx

⁸ Research News – Berkeley National Laboratory

<http://www.lbl.gov/Science-Articles/Archive/energy100-awards.html>

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