

Awn our Minds

NEWS AND NOTES FOR ARISTOCRAT AWNING DEALERS | SUMMER 08

GREAT GREEN PRODUCTS FOR 2008 *Message from Andy Stone, President, Craft-Bilt Manufacturing*

Welcome to the first issue of *Awn Our Minds*, news and notes for Aristocrat Awning dealers. By the time you receive this, the awning season will be in full swing – so I thank you for taking time out to read. Hopefully you are sitting in the cool shade of an Aristocrat Retractable Awning installed outside your shop, showroom, or in your own back yard.

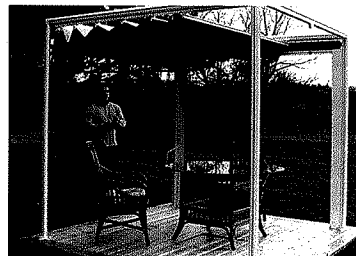
With gas prices, mortgage crisis, and election vices, it gets harder to encourage homeowners to invest in home improvements. But demand for shading products is a hot topic for many consumers trying to offset the rising cost of their energy bills. Not only do we see that consumers purchase awnings to be more comfortable outdoors – we're seeing a rising trend in using awnings as a means to provide significant savings on cooling costs in the summer.

Use of awnings and shades can help communities reduce the demand during "peak load hours." In order to meet growing peak demand, power companies run and maintain peak load units during times of peak demand. These systems go unused 90% of the time, resulting in inefficient use of investor, consumer and capital-market resources. Ever-increasing peak demands also put a strain on the transmission and distribution systems.

Aristocrat's many shading options make it easy and affordable for homeowners to reduce their own household energy costs while showing support for the national effort to choose "green" alternatives. As many of you know, Craft-Bilt began making awnings in 1946. The past few years have been the fastest growing for retractable fabric awning products, as homeowners seek to shade their deck, patio or porch and protect their families from the blazing sun. Aristocrat Estate, Manor and Slim Fit awnings show close to a 30% increase each year in the last three years. In an effort to meet the demand for more shade solutions, we have invested heavily in the research and development of new products.

New equipment for sewing, welding, cutting, building and testing our awnings assures that you're getting the best made awning on the market today. When homeowners think about sitting under their awnings, with their families, grandchildren, neighbors and friends, they need to know that they own the strongest, most durable retractable money can buy...with Craft-Bilt's 62 year track record of success standing behind the manufacturer's warranty.

Aristocrat's newest products include a retractable canopy, exterior solar shades, and an awning with a front light bar to create mood lighting for evenings outdoors. We have also introduced the EKO, an economy model designed to capture consumers looking for a quality awning with fewer bells and whistles at a lower price point.



RETRACTABLE CANOPY



SOLAR SHADES



LIGHTBAR



THE EKO

Companies in the home improvement industry throughout the US are looking for new ways to generate revenue due to the current state of the economy. These new products answer that demand and we anticipate continued growth through 2008. For more information on these products, please contact the Aristocrat Awning team at 800-422-8577, or visit www.aristocratawnings.com.