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Milgard Leads Window Industry for Positive Online Brand Mentions

Tacoma, Wash. (June 2nd, 2017) – Milgard® Windows & Doors earned the distinction of being the highest online rated window and patio door brand for all of 2016 and through the most recent reporting period of Q1 2017, as determined by MetrixLab’s Net Reputation scoring system.

Net Reputation Score (NRS) is a brand metric that measures online customer sentiment, real stories and word of mouth statements about a company’s brand. The NRS algorithm scours millions of websites and analyzes multiple factors when determining a brand’s Net Reputation Score, including the positive or negative emotional sentiment of an individual posts, the visibility of that post and the reputation of the website it is posted on. From this data, NRS derives a single score on a 200 point scale that represents a brand’s overall reputation online.

“Milgard has seen a steady upward trend over the past year and continues to outperform the competition,” said Ryan Murphy, Senior Research Manager at MetrixLab. “Scores are calculated by looking at online comments written by real people in social media, websites, blogs and review sites.”

“It’s very gratifying to hear from our customers,” said Jeremiah Noneman, marketing director at Milgard. “As they share their stories about Milgard online, it helps other homeowners make informed decisions to create the home of their dreams.”

Milgard has received close to 30,000 thousand reviews on milgard.com over the past few years. Homeowners can provide their feedback on the Milgard product they purchased, leave a service review or share their experience about the specific Milgard Certified Dealer they worked with. Read Milgard Product reviews [here](#).

About Milgard Windows & Doors

Milgard Windows & Doors, a Masco company based in Tacoma, Washington, offers a full line of vinyl, wood, fiberglass and aluminum windows and patio doors for builders, dealers and homeowners, all backed by a Full Lifetime Warranty, including parts and labor. The company has been recognized for manufacturing the nation’s highest quality vinyl windows eight times in a yearly survey sponsored by Hanley-Wood Inc., publishers of BUILDER Magazine. Milgard has approximately 3,800 dealer locations nationwide. For more information, visit milgard.com or call 1.800.MILGARD.

About Masco Corporation

Masco Corporation (NYSE: MAS), parent company of Milgard Windows & Doors, is a global leader in the design, manufacture and distribution of branded home improvement and building products. Our portfolio of industry-leading brands includes Behr® paint; Delta® and Hansgrohe® faucets, bath and shower fixtures; KraftMaid® and Merillat® cabinets; Milgard® windows and doors; and HotSpring® spas. We leverage our powerful brands across product categories, sales channels and geographies to create value for our customers and shareholders. For more information about Masco Corporation, visit Masco.com.

About MetrixLab

MetrixLab provides consumer insights that drive smarter business decisions. As a truly digital global research agency, we pioneer new technologies and integrate multiple data sources to push the boundaries of research. Our expertise, passion and solutions enable our clients to succeed at product innovation, brand engagement and customer value in over 90 countries. MetrixLab is part of the Macromill Group. www.metrixlab.com

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