



FOR IMMEDIATE RELEASE

CONTACT:

*Denise Bates | dbates@houstonhabitat.org
(713) 671-9993 ext. 275 · cell: (713) 480-1954*

THE FUTURE OF ENERGY EFFICIENCY: SOLAR ROOF SHINGLES

Building underway for happy future homeowner

Dow Volunteer Build Dates: May 12th – May 17th
DOW POWERHOUSE Installation May 17th from 7:00 am to 2:00pm
Houston Habitat Build Location: 8237 Laura Koppe Road, Houston, TX 77028

Houston, TX, (May 15, 2014) – For years solar panels have been the signature of energy efficient homes. But until 2011, solar panels have been costly to install and maintain. Enter solar roof shingles. Designed to look like conventional asphalt shingles, these solar shingles match them in size and flexibility. The thin film solar cell technology captures sunlight and converts the energy of light directly into electricity, supplying a home with substantial energy savings, and much less the cost of earlier solar shingles and panel installation.

Houston Habitat for Humanity, gaining a penchant for finding ways to incorporate energy efficiency with affordable housing, is partnering with Dow this year, who is donating their own **Dow Powerhouse Solar Shingles** for one of the homes in Harrel Park. Along with Brinkman Quality Roofing Services, Inc., Dow is volunteering their materials and services for the roof installation.

Houston Habitat Family Partner Maria Martinez has been on the build site putting in her 300 hours of “sweat equity” and just learned today how special her home will be. “I am very excited that I am a recipient of this feature. I know that this is going to help me and my family. I prayed so hard for God to help me get a home and to find out I am getting solars...God is great for blessing me with DOW!”

“It’s more than being energy efficient,” said Allison Hay, Executive Director for Houston Habitat, “It’s energy empowerment. We are passionate about providing families affordable housing and an improved quality of life.”

Dow’s relationship with Houston Habitat is unique. The company engages a holistic approach with Habitat, contributing not only funds and energy-saving insulation products, but significant volunteer support. Dow volunteers work on Habitat construction sites, serve as board members for Habitat affiliates worldwide, and share their expertise in energy efficiency and conservation to assist Habitat in creating affordable, sustainable housing.



FOR IMMEDIATE RELEASE

CONTACT:

*Denise Bates | dbates@houstonhabitat.org
(713) 671-9993 ext. 275 · cell: (713) 480-1954*

About Houston Habitat for Humanity

Houston Habitat for Humanity, with thousands of sponsors and volunteers, has built over 950 homes for hard-working, low-income Houstonians. Habitat Partner Families contribute 300 hours of "sweat equity" to purchase homes at cost with zero-interest mortgages. For more information, go to www.houstonhabitat.org, or call 713-671-9993.

About Habitat for Humanity International

Habitat for Humanity International's vision is a world where everyone has a decent place to live. Anchored by the conviction that housing provides a critical foundation for breaking the cycle of poverty, Habitat has helped more than 4 million people construct, rehabilitate or preserve homes since 1976. To learn more, donate or volunteer visit habitat.org.

For more information about Habitat for Humanity International, contact:

*Mollie Evans
(404) 962-3410
mevans@habitat.org*

About Dow

Dow (NYSE: DOW) combines the power of science and technology to passionately innovate what is essential to human progress. The Company is driving innovations that extract value from the intersection of chemical, physical and biological sciences to help address many of the world's most challenging problems such as the need for clean water, clean energy generation and conservation, and increasing agricultural productivity. Dow's integrated, market-driven, industry-leading portfolio of specialty chemical, advanced materials, agrosiences and plastics businesses delivers a broad range of technology-based products and solutions to customers in approximately 180 countries and in high growth sectors such as packaging, electronics, water, coatings and agriculture. In 2013, Dow had annual sales of more than \$57 billion and employed approximately 53,000 people worldwide. The Company's more than 6,000 products are manufactured at 201 sites in 36 countries across the globe. References to "Dow" or the "Company" mean The Dow Chemical Company and its consolidated subsidiaries unless otherwise expressly noted. More information about Dow can be found at www.dow.com.

For more information on habitat for Humanity International, contact:

For more information about Dow, contact:

*Daniel Arguijo
(281) 966-4736
(281) 451-4252- cell
DArguijo@dow.com*