

FOR IMMEDIATE RELEASE

August 2008

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DUTCH BOY® REFRESH™ PAINT FACT SHEET

Arm & Hammer® Technology

- Dutch Boy's new Refresh™ paint is the first and only paint available to consumers that offers proven Arm & Hammer odor-eliminating technology that removes common household odors.
- Ideal for any area of the home, the larger the surface area painted with Refresh™ paint, the better the odor-eliminating technology works. Proven Arm & Hammer odor-eliminating technology removes common household airborne odors from kitchens, laundry and family rooms, bathrooms, nurseries and basements.
- Odors, which are gases or vapors that we breathe from the air, are captured in the paint's film and locked away, essentially eliminating them from the air. Once vapors are removed, the odors cannot be detected, so walls won't smell.
- In partnership with Church & Dwight, the leading U.S. producer of sodium bicarbonate, popularly known as baking soda, Dutch Boy developed Refresh™ paint in response to a growing consumer demand for home-based odor management products.
- Since the 1800s when Church & Dwight first produced Arm & Hammer baking soda, the applications and uses of it and its related technologies have expanded significantly to include air deodorization, laundry, around-the house cleaning and personal care.

-More-

Less Impact on Our Environment

- In addition to its breakthrough odor-eliminating benefits, Refresh™ paint with Arm & Hammer odor-eliminating technology has a zero Volatile Organic Compound (VOC) formulation. This Zero VOC formulation is one step closer to having less impact on our environment.
- Refresh™ paint is Indoor Air Quality certified by The GREENGUARD Environmental Institute, a non-profit, industry-independent organization that utilizes experts to certify indoor products that have met satisfactory indoor air emissions standards.
- Refresh™ paint also gives mildew-resistant coating.

A Premium, High-Quality Paint

- Offered in a variety of finishes including, flat latex enamel, eggshell latex enamel, satin latex enamel as well as ceiling paint, Refresh™ paint is available in hundreds of today's most popular paint colors contained within Dutch Boy's Color Simplicity color selection system.
- Refresh™ paint is a superior paint that sets an industry standard for excellence by offering exceptional application that helps to eliminate lap or roller marks and works to hide imperfections. Its smooth application also means there's virtually no spatter, improving the overall painting experience and cutting cleanup time.
- Refresh™ paint's formulation provides excellent hide, scrubbability and durability to keep walls looking fresh for years to come.
- Refresh™ paint is available in Dutch Boy's all-plastic Twist & Pour™ paint container that features a re-sealable twist-off lid.
- Refresh™ paint will be available nationwide at a variety of Dutch Boy retailers in the third quarter of 2008. The per gallon retail price starts at \$23 depending upon the specific retailer. For more information on Refresh™ paint or any of Dutch Boy's "simple innovations" painting products, visit www.dutchboy.com/refresh, or call 1.800.828.5669.