

FOR IMMEDIATE RELEASE

May 2010

Contact:

Julie Brosien
Falls Communications
216.472.2395
jbrosien@fallscommunications.com

Mary Ward
Sr. Product Manager
Dutch Boy Paint
216.566.2991
mkward@sherwin.com

**DUTCH BOY® EXPANDS ITS PREMIUM REFRESH® INTERIOR PAINT LINE
TO INCLUDE POPULAR SEMI-GLOSS FINISH**

**Revolutionary, Zero VOC, High-Performance Paint with Exclusive Arm & Hammer®
Odor-Eliminating Technology Adds Beauty and Reduces Household Odors**

CLEVELAND, Ohio – Multi-taskers rejoice! As *the* provider of innovative, high-quality paint products, Dutch Boy® offers ideal choices for consumers who are looking to do more than just beautify a room. In fact, its latest innovation expands upon its current premium Refresh® paint line to include the popular semi-gloss finish.

Created in response to consumer demand for the widely-used finish, Refresh paint in semi-gloss finish joins several other Refresh paint finishes already offered, including flat latex enamel, eggshell, satin, as well as ceiling paint. The new semi-gloss finish not only offers the high-sheen look consumers enjoy, but it also has exceptional hide, durability and washability, all while providing exclusive Arm & Hammer® technology that reduces household odors.

“Refresh paint in semi-gloss finish is the newest offering in Dutch Boy’s continuous development of product and packaging breakthroughs, all of which focus on providing today’s busy consumers with quality and simple innovations to help make their lives easier,” said Mary Ward, Dutch Boy Paints senior product manager. “By creating a Refresh semi-gloss offering, we’re providing a premium paint that beautifies and that can be used in every room of the house.”

Proven Arm & Hammer Technology

Refresh paint comes in a variety of finishes that can be used in any area of the home; from laundry and family rooms, to nurseries and basements, to kitchens and bathrooms. The larger the surface area painted with Refresh paint, the better the odor-eliminating technology works.

Odors, which are gases or vapors that we breathe, naturally circulate through the air in a room. Through this airflow, the odor vapor molecules come in contact with your walls. When walls are painted with Dutch Boy Refresh paint, odors are captured and locked away in the paint film, essentially capturing them from the air. Once eliminated, the odors cannot be detected, so wall surfaces won't smell.

Dutch Boy partnered with Church & Dwight to create Refresh paint. As the leading U.S. producer of sodium bicarbonate, popularly known as baking soda, Church & Dwight's Arm & Hammer brand is one of the nation's most trusted trademarks for a broad range of consumer and specialty products developed from the base of sodium bicarbonate and related technologies.

"Since the 1800s, when Church & Dwight first produced baking soda, the applications and uses of it have expanded significantly to include air deodorization, laundry, around the house cleaning and personal care," said Tammy Talerico-Payne, director of licensing, Church & Dwight. "Refresh paint with Arm & Hammer odor eliminating technology provides a truly unique way to eliminate, rather than mask, common odors in the home. Now, with the creation of the new semi-gloss finish, it's even more convenient for consumers to enjoy the unique benefits of Refresh."

Less Impact on Our Environment

In addition to its Arm & Hammer odor-eliminating benefits, Refresh paint offers a zero Volatile Organic Compound (VOC) formula and a mildew-resistant coating. VOCs are vapors released from paint as it dries and are thought to contribute to smog and ozone. Refresh paint is formulated without VOCs, which is one step closer to having less impact on our environment. It's also 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. Additionally, it carries a Green Cert internal designation, which verifies it meets strict set of environmental criteria, including meeting the most stringent regulatory requirements without sacrificing product quality.

A Premium Paint

Refresh paint is available in hundreds of today's most popular paint colors contained within Dutch Boy's Color Simplicity color selection system. Created to address the fact that different consumers shop for color in different ways, the Color Simplicity color selection system narrows down the process and eliminates confusion by helping consumers easily locate paint choices for their particular project.

With Refresh paint, consumers have an easy way to achieve a smooth, even coat of color on wall surfaces. This premium paint sets an industry standard for excellence by offering exceptional hide and 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.

For added convenience, Refresh paint is available in Dutch Boy's Twist & Pour® paint container that features a re-sealable twist-off lid, eliminating the need for screwdrivers, paint keys or other tools often used to open paint cans. This all-plastic container is made of a lightweight, durable, recyclable material with an inset side handle for easy carrying.

Refresh paint in semi-gloss finish is currently available nationwide at a variety of Dutch Boy retailers. The per gallon container retail price starts at \$25.98, depending upon the specific retailer. For more information on Refresh semi-gloss paint or any of Dutch Boy's "simple innovations" painting products, visit www.dutchboy.com/refresh, or call 1.800.828.5669.

###

About Dutch Boy: Founded in 1907, Dutch Boy, a part of The Sherwin-Williams Company Diversified Brands Division, continues to be an industry leader in delivering innovative and high-quality paint products and packaging solutions. For additional information visit www.dutchboy.com.