

FOR IMMEDIATE RELEASE

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**VISIT DUTCH BOY'S NEW RESTOREMYDECOR.COM WEB SITE TO
ENTER FOR YOUR CHANCE TO WIN PERSONALIZED DECORATING ADVICE**

**Win a Grand Prize, In-Person Room Makeover from Home Design TV Star, Danielle Hirsch,
Or Online Decorating Advice from Hirsch and Dutch Boy's Design Panel**

CLEVELAND— No doubt, decorating our homes is one of the most personal ways we express ourselves. From the color palette, to the furniture and the accessories, the way we decorate is truly a reflection of our individuality. As a growing number of consumers turn to the Internet for the most up-to-date decorating advice, there's a new online contest and decorating Web site that provides the opportunity for visitors to connect with a decorating expert on a personal level. Dutch Boy announces the launch of the Restore My Décor! online contest and web site (restoremydecor.com).

Featuring designer Danielle Hirsch, the Restore My Décor! contest offers one lucky restoremydecor.com visitor the opportunity to receive one-on-one, personal decorating and painting advice from Hirsch in the form of a private design consultation and room makeover. As part of the Grand Prize, Danielle will travel to the winner's home to design and decorate one room — a total prize package valued at \$5,000. In addition to the Grand Prize, visitors can also enter to win monthly decorating guidance from her. Each month, one winner will be chosen to receive an online consultation from Hirsch, which will be provided through an online video posted on restoremydecor.com. Three other monthly winners will be awarded decorating advice from Dutch Boy's Design Panel of experts.

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Aside from the prizes offered, the web site also serves as a comprehensive decorating resource by allowing users to share design tips and real-world advice with each other, view Hirsch's monthly decorating tips, and even log into her monthly chat sessions held the first Tuesday of every month at 9:00 p.m. EST.

"With the creation of the Restore My Décor online contest and web site, we're providing participants with the opportunity to personalize the decorating process through the use of today's technology," said Mary Ward, Dutch Boy Paints senior product manager. "Dutch Boy is extremely excited to be working with a designer of such high caliber, who possesses as much expertise and knowledge as Danielle does. We're very eager to present one lucky Restore My Décor! winner with the opportunity to work with her, in-person, to make his or her design dreams a reality. Additionally, one monthly winner will also receive decorating advice through Danielle's online video segments."

"I'm extremely excited to be part of the Dutch Boy Restore My Décor! initiative and to have the opportunity to lend my decorating expertise through my monthly video segments, chat sessions and the Grand Prize room makeover," Hirsch said. "Providing the opportunity to personalize the decorating experience is what truly sets the Restore My Décor! contest and restoremydecor.com apart from the other contests and decorating web sites. Through this approach, I'm looking forward to bringing design dreams to life."

To be eligible to win the Grand Prize Danielle Hirsch design consultation and room makeover, or one of several monthly Dutch Boy Design Panel consultations being awarded, from April 12, 2010 to September 30, 2010, participants can post up to three "before" photographs of a room for consideration and review by Danielle and the Dutch Boy Design Panel. The room most in need of a makeover will be selected as the Grand Prize winner and the visitor who submitted it will enjoy the Danielle Hirsch Grand Prize design consultation. Four other entrants, and their rooms, will be chosen each month throughout the six month time period. One will receive an online consultation from Hirsch, and three others will receive a personal Dutch Boy Design Panel consultation.

Visitors who have taken a room from boring to brilliant can also win by simply posting before and after photographs of a room they've restored. Once posted, they're eligible to win a \$50 gift card. Finally, visitors who choose to post comments and decorating advice for others will be eligible to be randomly chosen to receive a \$25 gift card.

Dutch Boy Restore My Décor! entries will be accepted from April 12, 2010 to September 30, 2010. The Grand Prize winner will be announced on, or around, October 1, 2010. For additional details, or for the official rules, log onto www.restoremydecor.com.

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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.