

Contact: Julie Molnar
Anna Barth
Robert Falls & Co.
Public Relations
216.696.0229
abarth@robertfalls.com

FOR IMMEDIATE RELEASE

May 2006

Adam Chafe, V.P. Marketing
Dutch Boy
216.566.1209
ajchafe@sherwin.com

**DUTCH BOY® PROVIDES SIMPLE COLOR SOLUTIONS
WITH NEW COLOR FAMILY CARDS**

'Tones' Color Rack Ideal for Those Who Have Color Preference

Cleveland, Ohio . . . So, you're ready to tackle that next painting project and you've already determined exactly the right color for the job. Well, sort of. So what's next?

Dutch Boy®'s 2006 Color Simplicity paint color selection system has the answer. For consumers who know that they're interested in a general color range (oranges or blues for example), they can utilize the new system's Tones point-of-purchase display. This color center provides color cards showing a range of color hues from the same color family so consumers can zero in on just the right shade to create exactly the look they want.

Organized by distinct color families, the display makes it effortless for consumers to choose the perfect hue to help them create the home of their dreams by offering eight, four-page color chip cards with photography that is designed to get them thinking. Consumers will be able to visualize how to change the mood of a room by demonstrated color variations and combinations.

-MORE-

DUTCH BOY PROVIDES SIMPLE COLOR SOLUTIONS WITH NEW COLOR FAMILY CARDS

Page Two

“Every color does have its own mood, for example, yellows will be sunny and warm. Blues are cooling, softer and relaxing. Reds and oranges will be a big focus in 2006,” said Donna Schroeder, Dutch Boy Paints Color Marketing & Design Specialist. “With Color Simplicity’s Tones display these colors are grouped and explain how to change the mood of a room through color variations and combinations.”

Following on the heels of innovations such as the Twist & Pour™ plastic gallon and quart containers and the Ready to Roll™ project-sized paint tray, the Tones display and Dutch Boy’s Color Simplicity system are the latest solutions to join its Simple Innovations product offerings for home decorating.

The new Color Simplicity system makes color selection more simple, and better satisfies consumers who go through the process of selecting, and living with, their choice of interior coatings. The new selectors will be available at a variety of Dutch Boy retailers nationwide in the second quarter of 2006.

For more information or to locate a Dutch Boy retailer, log on to www.dutchboy.com, or call 1.800.828.5669.

###

EDITOR’S NOTE: For high-resolution digital images of Dutch Boy’s products or logos, please contact Julie Molnar at 216-696-0229, or via e-mail at jmolnar@robertfalls.com.