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DUTCH BOY® INTRODUCES COLOR SIMPLICITY

*New Comprehensive Color Palettes & Easy-to-Use Tools
Take the Pain Out of Paint Selection*

Cleveland, Ohio . . . Searching for that perfect shade of blue for the baby's nursery? Interested in creating a grand first impression in your foyer with a unique wall finish? Dutch Boy® can make choosing the right paint painless with its Color Simplicity color selection system. Following on the heels of innovations such as the Twist & Pour™ plastic gallon and quart containers and the Ready to Roll™ project-sized paint container, Dutch Boy's Color Simplicity system is the latest solution to join its Simple Innovations product offerings for home decorating.

A recent poll by Dutch Boy found that 28 percent of consumers said choosing the right color was the biggest challenge when shopping for interior paint. To meet this challenge – and address the fact that different consumers shop for color in different ways – the new Color Simplicity color selection system narrows down the process and eliminates confusion. It does this by helping consumers easily locate paint choices for their particular project so they can find just the right idea, scheme, space, style or trend that specifically fits their project need.

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“Dutch Boy’s tradition of providing simple solutions for the do-it-yourself decorator continues with the Color Simplicity color system,” said Adam Chafe, Dutch Boy Vice President, Marketing. “Our goal was to ease the paint selection process for consumers, narrow down its complexity so they are attracted to only what is relevant for their particular project, and walk away confident with their choices.”

The Color Simplicity system is comprised of several color palettes from which consumers can choose their color options. Its components include:

- **Core** – Displays the core group of colors that make up the Dutch Boy color system. Features 624 colors and represents the full spectrum of color families. Large 7.5” x 4” cards include four-color strips with one-of-a-kind perforations to allow consumers to separate single color samples and see how each individual color looks in their homes.
- **Living Spaces** – Sophisticated color palettes and stylish photographs inspire and answer the consumers’ need to visualize how certain color combinations would work in finished rooms. The 33 different cards are separated according to room use and architectural style. The display instills confidence in consumers by helping them select complementing colors and allowing them to apply the selection in a real room setting. Each color card showcases three different color schemes inspired by the card’s photography.
- **Whites** – Provides a complete collection of 60 shades of white. Why? Consumers find it difficult to shop for white in areas saturated with multiple colors. This section of white on its own relieves complexity and adds variety while also featuring trim pieces painted with pearlescent finish to demonstrate décor options. It is divided into cool and warm shades of white.

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- **Trends** – Provides consumers with 40 of the latest “hot” colors inspired by fashion, the Color Marketing Group, as well as other resources. Single color, oversized chips, featuring a Peel & Position back, allow consumers to try their color on their wall before purchasing. To truly keep up with the latest “trends,” the display will be annually updated to ensure it represents every year’s hottest colors.
- **Tones** – These color cards are organized by color family. The Tones display provides consumers with one card showing a variety of color options from the same color family, and helps them narrow their color ideas to a specific shade.
- **DIMENSIONS** – Color Simplicity gives Dutch Boy’s popular DIMENSIONS, an upscale color collection and faux finish line, a complete makeover. Renovating the designer color selections and adding bolder, richer and more vibrant color palettes, it also incorporates easy-to-use information cards supporting the techniques of the program’s unique finishes.
- **Crayola®** – The famous brand name and inspired icon that transcends generations, Crayola is linked to Dutch Boy’s Kid’s Room Paint to tie two great names together to help meet the need in the most common, re-decorated room(s) in the house. Ninety-six colors are arranged by baby, toddler and tween projects and include unique color cards in an attention-grabbing crayon-top style.

“With the creation of the annual Trends palette, Peel & Position technology, and perforated let-down strips, Dutch Boy is allowing consumers to take these colors into their homes to decide on their own terms and in many different ways what colors meet their individual needs,” said Chafe. “These new oversized and adhesive chips, along with unique color arrangements in whites, tones and our partnership with Crayola, represent simplicity in action and are consistent with Dutch Boy’s Simple Innovations brand.”

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The end result? 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 contact a Dutch Boy representative, log on to www.dutchboy.com or call 1.800.828.5669.

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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.