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**DUTCH BOY® 'LIVING SPACES' COLOR PALETTE
INSPIRES WITH PHOTOGRAPHY**

***Real World Solutions Consumers Can See Instill Confidence When Selecting
Complementing Colors***

Cleveland, Ohio... One of the biggest challenges most consumers face when redecorating a room is choosing a color combination that fits their style and taste. Now, Dutch Boy® does the work for them with the introduction of Living Spaces, one of several new displays within Dutch Boy's innovative 2006 color selection system, Color Simplicity.

The Living Spaces display is designed with real-room photography to address the consumer's desire to see how to successfully choose actual color combinations. By providing consumers with the ability to see how various color combinations will look in their 'dream' rooms, it instills confidence and helps them visualize what their finished room can look like. Each room is grouped with another; for example, bed and bathroom, living and dining room, so the consumer can visually grasp what the final result will be before they purchase the paint.

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“Consumers often have a mental picture of what they want the finished look to be before they even walk in the store,” said Adam Chafe, Dutch Boy Vice President, Marketing. “Sometimes, however, they can’t articulate what they want or have difficulty selecting complementing colors on their own. With Living Spaces, the work is done for them. The photos on the color card will help guide their vision.”

Living Spaces is composed of 33 color combination cards. Each 7.5” x 4” card is organized by room type, and cards are grouped by interior rooms and architectural styles. The photography on the color cards is designed to inspire the consumer in their own color selection process and showcase the variety of color combinations from which consumers can better choose.

Each color card showcases three different color schemes inspired by the card’s photography. Simple Solutions on the back of each card provide insight to decorating around nuances of different living spaces.

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 Living Spaces 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.

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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.