

FOR IMMEDIATE RELEASE

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**EXPERIENCE THE ARM & HAMMER® DIFFERENCE IN
EVERY ROOM OF YOUR HOME WITH REFRESH™ PAINT**

***Dutch Boy® Partners with the Brand Everyone Trusts
To Help Eliminate Household Odors***

Cleveland, Ohio – From refrigerators to carpets, the Arm & Hammer® name has been trusted by millions of consumers for more than 155 years. Refresh™ paint combines the odor-eliminating expertise of Arm & Hammer technology with Dutch Boy's high-quality paint to create a product that can be applied to virtually every room in a home.

Refresh™ paint uses proven Arm & Hammer odor-eliminating technology to remove common household airborne odors in kitchens, laundry rooms, family rooms, bathrooms, nurseries and basements. And, the more surface area you paint with Refresh™ paint, the better the odor-eliminating technology works.

The Kitchen

The most used room in the house can often times be the source of the most powerful, lingering odors. Airborne odors such as garlic, onion and vinegar can easily put a damper on using the kitchen as a central gathering place for family and friends. Painting the walls and ceiling with Refresh™ paint will help eliminate the odors associated with the kitchen and allow you to entertain without worrying about what your guests might smell.

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The Laundry Room

In many homes, the laundry room is located right off of the kitchen and is another area of where odors are concentrated. Between the cat's litter box, dirty clothes and smelly tennis shoes, painting the walls with Refresh™ paint can beautify and eliminate these unpleasant smells week after week.

The Family Room

Next to the kitchen, most families spend the majority of their down time in the family room which can translate into some pesky odor issues. As the ultimate gathering spot, family rooms can contain smoky fireplaces, your pet's favorite place to lie or your husband's favorite chair! All of these can create odors, which can become trapped in furniture fabrics, curtains and carpet, can now be removed by Refresh™ paint's unique use of Arm & Hammer odor-eliminating technology.

The Bathroom

Ironically enough, the place in your home that you go to get clean often needs the most attention when it comes to odor elimination. Toilets, bathtubs, showers, wet towels and the moisture and poor ventilation in some bathrooms can create an area where odors linger. With its Arm & Hammer odor-eliminating benefits and mildew-resistant coating, Refresh™ paint is ideal for bathrooms.

The Nursery

Kids are oh-so-adorable, but they are also known for getting dirty and sometimes smelly. Their bedrooms are no different and can be a source of a variety of unsavory aromas. From babies' diaper pails to sweaty clothes and shoes, painting with Refresh™ paint can beautify your little ones' rooms while eliminating the odors that can hang in the air.

The Basement

This space can be used for storage, as a gathering place for your family or a child's playroom. Whatever its purpose, basements are known for having a damp or musty odor that isn't necessarily pleasant. By using Refresh™ paint, you can eliminate the odors and turn the basement into a more family-friendly space that's an enjoyable area of the home, rather than a space to avoid.

Whatever room you choose to use Refresh™ paint in, its Arm & Hammer odor-eliminating benefits and capabilities are supported by three separate testing methodologies, including laboratory, controlled room and field room testing. In addition to undergoing testing in the Dutch Boy and Church & Dwight laboratories, independent laboratory testing is currently underway.

As part of the testing processes, the longevity of the odor elimination was also researched. While the coating technologies that eliminate odor will eventually be used up, some field tests have been ongoing for well over one year and are still reducing odor. The longevity of the odor-eliminating technology is dependent on concentration, frequency of exposure and the amount of surface area painted, which is why the more rooms you paint with Refresh™ paint, the better the odor-eliminating technology works.

Refresh™ paint will be available nationwide at a variety of Dutch Boy retailers in the third quarter of 2008. The per gallon retail price starts at \$23 depending upon the specific retailer. For more information on Refresh™ paint or any of Dutch Boy's "simple innovations" painting products, visit www.dutchboy.com/refresh, or call 1.800.828.5669.

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