

**FOR IMMEDIATE RELEASE**

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**DUTCH BOY'S NEW REFRESH™ PAINT PROMINENTLY FEATURED ON  
NBC'S HIT REALITY SHOW, "THE CELEBRITY APPRENTICE"**

**Dutch Boy, the Exclusive Provider of Interior Paint for This Season's Show**



*CLEVELAND, Ohio*— Dutch Boy®, the manufacturer of innovative, high-quality products and simple innovations, is proud to announce it is the exclusive paint provider for the new season of Donald Trump's hit reality show, "The Celebrity Apprentice." The NBC show, now in its second season, will air Sundays from 9-11 p.m. beginning March 1.

The majority of the interior paint featured in the show's boardroom, war rooms, and other high-profile areas this season was provided exclusively by Dutch Boy. The donated paint, Dutch Boy's new Refresh paint, is the company's newest product. It not only beautifies and removes odors from the air using unique Arm & Hammer® odor-eliminating technology, but also provides

a zero Volatile Organic Compound (VOC) formulation, GREENGUARD Certification and mildew-resistant coating.

“We’re extremely excited to have provided the interior paint for this season’s *Celebrity Apprentice*,” said Mary Ward, Dutch Boy Paints senior product manager. “From boardrooms to basements, our new Refresh paint is the ideal choice for today’s busy consumers. Its two-in-one product benefits means users can enjoy a high-quality paint in a wide variety of today’s hottest colors, plus the added feature of removing common odors from their homes. It’s a win-win.”

This season’s 16 celebrities participating in “*The Celebrity Apprentice*” include former NBA player Dennis Rodman, country music’s Clint Black and TV personality Khloe Kardashian, Joan and Melissa Rivers, former football great Herschel Walker, “*Baywatch*” star Brande Roderick and comedian Andrew Dice Clay. Olympic figure skater Scott Hamilton, singer Brian McKnight and comedian Tom Green will also compete in business-oriented challenges around Manhattan, along with poker champ Annie Duke, pro golfer Natalie Gulbis, actress-model Claudia Jordan, singer Tionne ‘T-Boz’ Watkins and former “*Monster Garage*” host Jesse James.

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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 on Dutch Boy and its numerous “Simple Innovations,” visit [www.dutchboy.com](http://www.dutchboy.com).

