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COLOR FORECAST: 2006

Dutch Boy® Gives Consumers a Taste of What's Hot in Color for the New Year

Cleveland, Ohio... For consumers looking for the latest and greatest in color and color trends for 2006, look no further. Dutch Boy's innovative color selection system, Color Simplicity, has taken the five biggest color trends in the market and incorporated them into a single point-of-purchase display.

Providing consumers with the latest colors inspired by fashion, the Color Marketing Group, as well as other resources, Dutch Boy® has created these color themes to categorize the hot palettes for 2006. Within each theme are the colors that design professionals will be mixing and matching to form the "in" looks for this year.

"A mixture of both bold and subtle colors will define the market in 2006," said Donna Schroeder, Dutch Boy Paints Color Marketing & Design Specialist. "We'll be seeing bright, bold colors with a mix of feminine hues. Vibrant purple shades will round out the palette."

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Each theme is represented in a large trend brochure, which consumers can take home to see which theme works best for them. The brochure inspires consumers with photography and an explanation of each trend and how it is represented by color.

The display will be altered each year to keep up with the fast-paced market and annually include 40 of the season's hottest colors.

Based on their research, Dutch Boy has introduced five modern and stylish themes for 2006:

- **Weekends** – Reflecting the consumers' need for rejuvenation and quality time away from their stressful lives, this palette represents one of America's favorite pastimes – escaping for the weekend. Cool and fresh colors remind the consumer of days on the beach, the warm summer sun and spending time with family and friends.
- **Metro Nights** – Sophistication and glamour characterize this palette. Day-Glo brights and saturated gem tones bring to life a theme of fashionable metropolitan lifestyle and city nightlife.
- **Madras** – Cultures fuse together in this globally eclectic palette to create a unified mosaic. Representing the world's diverse customs, ethnicities and backgrounds, the definitive lines of each society unite under the acceptance of multi-cultural influences.
- **Everyday Indulgence** – Inspired by personal expression and sensory stimulation for luxury, this palette embodies lavishness and refinement. Evidenced in the mass market's need for comfort through fabrics and finishes, indulgence and flair define this palette.

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- **Enchantment** – A mysterious, fairytale-like palette conjures a feeling of the past. Influence from the Victorian-era is evident, while remaining gender-neutral. Misty tones and sheer neutrals allude to a time of magic, myth and legend.

One of the most revolutionary concepts behind this Trends display is the Peel & Position technology. Large, single color 7.5”x 4” chips featuring a peel and position back will allow consumers to try out colors before purchasing and take the guess work out of finding just the right color. These chips will adhere to most surfaces for several days and peel off without damaging the wall or trim substrate.

“With the creation of the Trends palette and incorporating the Peel & Position technology, Dutch Boy is allowing consumers to take these colors into their homes to decide on their own terms what meets their individual needs,” said Adam Chafe, Dutch Boy Vice President, Marketing. “These new oversized chips represent simplicity in action and are consistent with the Dutch Boy brand’s simple innovations promise.”

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 latest Trends 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.

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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.