



Contact:
Julie Molnar
jmolnar@robertfalls.com
Anna Barth
abarth@robertfalls.com
Robert Falls & Co. Public Relations
216.696.0229

FOR IMMEDIATE RELEASE

Katherine Merkle
ksmerkle@sherwin.com
Dutch Boy
216.566.3807

**DUTCH BOY® & CRAYOLA® TEAM UP TO MAKE PAINTING FUN
FOR KIDS OF ALL AGES**

***Brands Combine for New Color Solutions Perfect for Babies, Toddlers, Tweens and
Their Parents, Too!***

Cleveland, Ohio. . . *January, 2007* It seems like just when the paint dries on the nursery, your child's room is ready for a new wall color or theme. It's true – because on average a child's room is repainted or redecorated four times before he or she is 14. A new partnership between Dutch Boy® and Crayola® is designed to make all these decorating stages fun and easy.

The new Dutch Boy Color Simplicity paint selection system now features special Crayola colors that help alleviate the growing pains associated with decorating your child's room, from infant to toddler to tween. A total of 96 colors complete the palette. Colors are presented on unique 2.5" x 4" crayon-shaped chips, creating an eye-catching point-of-purchase display of vibrant color.

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Now, both you and your child can get involved in the painting project. Sixteen color combination and inspiration cards help adults and their children select the right hue and visualize décor options, from soft pastels and nursery-type colors to primary colors, as well as color combinations that will grow with your child's tastes. These oversized cards include a project-completed room photo on one side and an illustrated design on the other that allows your child to take an active role in the selection process. This unique approach is sure to generate the child's enthusiasm for the family project.

“We are very excited about this new collaboration with Crayola and refer to it as ‘two brands that play well together,’” said Adam Chafe, Dutch Boy Vice President, Marketing. “It is a strong collaboration that will connect with consumers. This partnership will offer creative ways for consumers to find the right paint solution for their needs, as well as get their children involved so that they're happy with the end result.”

The program is a perfect fit to showcase Dutch Boy Kids' Room Paint – the first-ever, low-odor coating launched and targeted toward this specific market. It was developed to withstand washing, rubbing and staining, so drawings, smears, spills and fingerprints simply wipe off with a sponge while the color stays intact.

Dutch Boy Kids' Room Paint is so durable, washable and resilient that it stands up to practically any mess kids can create. The paint's low-odor formula has passed more than 70 performance tests to ensure maximum stain resistance and worry-free maintenance.

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Kids' Room Paint is available in Dutch Boy's Twist & Pour™ paint container that features a re-sealable twist-off lid eliminating the need for screwdrivers, paint keys or other tools often used to open paint cans. This all-plastic container is lightweight and durable, with an inset side handle for easy carrying. One gallon of Kids' Room Paint covers 400 square feet.

Following on the heels of innovations such as the Twist & Pour container and the Ready to Roll™ project-sized paint tray, the Crayola partnership is showcased in Dutch Boy's Color Simplicity system and is the latest solution to join the Simple Innovations product lineup of home decorating offerings.

For more information or to locate a Dutch Boy retailer, 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.