

**FOR IMMEDIATE RELEASE**

August 2008

**Contact:**

Julie Brosien  
Robert Falls & Co. Public Relations  
216.696.0229  
jbrosien@robertfalls.com

Mary Ward  
Sr. Product Manager  
Dutch Boy Paint  
216.566.2991  
mkward@sherwin.com

**DUTCH BOY® UNVEILS, REFRESH™ PAINT, THE FIRST AND ONLY INTERIOR PAINT WITH PROVEN ARM & HAMMER® ODOR-ELIMINATING TECHNOLOGY**

***Revolutionary, Zero VOC, High-Performance Paint with Arm & Hammer Odor-Eliminating Technology Adds Beauty and Removes Household Odors***

*Cleveland, Ohio* – Dutch Boy® continues to be *the* provider of innovative, high-quality products by delivering yet another industry first with the introduction of Refresh™ paint, a new premium interior paint formulated with Arm & Hammer® odor-eliminating technology. This latex paint not only beautifies and removes odors from the air using unique Arm & Hammer odor-eliminating technology, but at the same time provides a zero Volatile Organic Compound (VOC) formulation, GREENGUARD Certification and mildew-resistant coating.

**Proven Arm & Hammer Technology**

Ideal for any area of the home; from kitchens, laundry and family rooms to bathrooms, nurseries and basements, the larger the surface area painted with Refresh™ paint, the better the odor-eliminating technology works.

Odors, which are gases or vapors that we breathe, naturally circulate through the air in a room. Through this natural air flow the odor vapor molecules come in contact with your walls. When walls are painted with Dutch Boy Refresh™ paint, odors are captured and locked away in the paint film, essentially removing them from the air. Once eliminated, the odors cannot be detected, so wall surfaces won't smell.

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“Refresh™ paint is the latest offering in Dutch Boy’s continuous development of new products and packaging breakthroughs, all of which focus on providing today’s busy consumers with quality and simple innovations to help make their lives easier,” said Mary Ward, Dutch Boy Paints Senior Product Manager. “With Refresh™ paint, the benefits are numerous. Not only is it a premium paint that beautifies, but its use of exclusive Arm & Hammer technology means consumers can rely on it to do something extraordinary at the same time – remove household odors.”

According to market research, there is a growing consumer demand for home-based odor management products. In fact, consumers are spending almost \$4 billion each year in the category. Based on that information and additional consumer research, Dutch Boy partnered with Church & Dwight to create Refresh™ paint. As the leading U.S. producer of sodium bicarbonate, popularly known as baking soda, Church & Dwight’s Arm & Hammer brand is one of the nation’s most trusted trademarks for a broad range of consumer and specialty products developed from the base of sodium bicarbonate and related technologies.

“Since the 1800s when Church & Dwight first produced baking soda, the applications and uses of it have expanded significantly to include air deodorization, laundry, around the house cleaning and personal care,” said Tammy Talerico-Payne, Director of Licensing, Church & Dwight. “The development of Refresh™ paint with Arm & Hammer odor-eliminating technology means consumers now have a truly unique way to eliminate, rather than mask, odors in their homes.”

### **Less Impact on Our Environment**

In addition to its Arm & Hammer odor-eliminating benefits, Refresh™ paint offers a zero VOC formula and a mildew-resistant coating. VOCs are vapors released from paint as it dries and are thought to contribute to smog and ozone. Refresh™ paint is formulated without VOCs, which is one step closer to having less impact on our environment. It’s also Indoor Air Quality certified by The GREENGUARD Environmental Institute, a non-profit, industry-independent organization that utilizes experts to certify indoor products that have met satisfactory indoor air emissions standards.

## **A Premium Paint**

Refresh™ paint is offered in a variety of finishes, including flat latex enamel, eggshell latex enamel, satin latex enamel, as well as ceiling paint. Additionally, Refresh™ paint is available in hundreds of today's most popular paint colors contained within Dutch Boy's Color Simplicity color selection system. Created to address the fact that different consumers shop for color in different ways, the Color Simplicity color selection system narrows down the process and eliminates confusion by helping consumers easily locate paint choices for their particular project.

With Refresh™ paint, consumers also have an easy way to achieve a smooth, even coat of color on wall surfaces. This superior paint sets an industry standard for excellence by offering exceptional hide and application that helps to eliminate lap or roller marks and works to hide imperfections. Its smooth application also means there's virtually no spatter, improving the overall painting experience and cutting cleanup time.

For added convenience, Refresh™ 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 recyclable, lightweight and durable, with an inset side handle for easy carrying.

Once the job is completed, Refresh™ paint's formulation provides excellent scrubbability and durability to keep walls looking fresh for years to come.

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](http://www.dutchboy.com/refresh), or call 1.800.828.5669.

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