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**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 . . . 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 by the time he or she is 14. Now, a new partnership between Dutch Boy® and Crayola® is designed to make all these decorating stages fun and easy.

The 2006 Dutch Boy Color Simplicity system now features Crayola Kid's Room Paint 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, oversized 2.5" x 4" crayon-shaped chips, creating an eye-catching point-of-purchase display of vibrant color.

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Both you and your child can get involved in the painting project with Crayola Kid's Room colors. 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 8.5" x 11" brochures include a room photo on one side and an illustrated coloring book 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 interest and create enthusiasm toward the family project.

"We are very excited about this new collaboration with Crayola," said Adam Chafe, Dutch Boy Vice President, Marketing. "It is a strong brand 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 can be enthused about the project and, ultimately, be happy with the end result."

The program is a perfect fit to showcase Dutch Boy's Kid's 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.

It 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. The complete palette offers colors for walls, ceilings, doors, trim and furniture.

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Crayola Kid's 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 Kid's Room paint covers 400 square feet.

Following on the heels of innovations such as the Twist & Pour and the Ready to Roll™ project-sized paint tray, the Crayola partnership 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.

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.