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**FOR IMMEDIATE RELEASE**

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**DRAWINGS, FINGERPRINTS AND SPILLS HAVE MET  
THEIR MATCH WITH DUTCH BOY® KIDS' ROOM PAINT**

*Features a Low-Odor Formula and Provides Easy Cleanup*

Cleveland, Ohio . . . *January, 2007* Dutch Boy® Kids' Room Paint is so durable, washable and resilient that it stands up to practically any mess your kids can create. The paint features a unique, low-odor formula and has passed more than 70 performance tests to ensure maximum stain resistance and worry-free maintenance. The Dutch Boy palette offers 1,000 colors from soft, warm tones to bold hues for walls, ceilings, doors, trim and furniture.

Kids' Room Paint 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.

-More-

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“Because Dutch Boy Kids’ Room Paint is less porous, it keeps grime and grease on the surface for easy cleanup,” said Adam Chafe, Dutch Boy Vice President, Marketing.

“And since a kid’s room tends to be redecorated up to four times before a child turns 14, this is the perfect room paint for infants, teens and any age in between.”

Kids’ Room Paint is also recommended for use in the new partnership between Dutch Boy and Crayola® to create the exclusive palette of 96 special Crayola colors. It’s all part of the new Color Simplicity paint selection system from Dutch Boy, which includes fun, unique color selection tools and color chips sure to generate the child’s enthusiasm for a room makeover.

Dutch Boy Kids’ Room Paint is available in the new Twist & Pour™ paint container which 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. A gallon of Dutch Boy Kids’ Room Paint covers 400 square feet and is made with the highest quality pigments for one-coat coverage to ensure a faster paint job.

For more information about Dutch Boy Kids’ Room Paint, Crayola colors or to locate a Dutch Boy Paint retailer, log onto [www.dutchboy.com](http://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](mailto:jmolnar@robertfalls.com).**