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**DUTCH BOY® THE 'TRUE BLUE' PAINT CELEBRATES 100 YEARS OF
EXCELLENCE**

Top Brand Touts Anniversary with 'Something New. Something Blue. Something You'

Cleveland, Ohio... In the 'Color Answer' book by Leatrice Eiseman, the color Blue is the overwhelmingly favorite color of most Americans – at more than 42 percent.

The color Blue is associated with the ocean, the sky. It's seen as trustworthy, dependable committed.

Blue affects us in a calming and sedate manner, it has a cool presence, and it's known for its intuition factor.

It's even the least gender-specific color out there, appealing to both women and men.

Common, positive references to Blue include the Blue Ribbon (first place, highest

quality), True Blue (loyal and faithful), Blue Plate (special of the day), or a Blueprint (a detailed design or an idea).

Blue is also the color most associated with Dutch Boy Paint, one of the coating industry leading brands that celebrates its 100th anniversary this year. In recent surveys the company reports that when questioned about their awareness of the brand, and what color most comes to mind, almost 80-percent of consumer respondents immediately noted the color Blue.

No doubt, they associated this hue to the brand's iconic mascot, the blue-eyed, blond character, dressed in wooden shoes, blue overalls and cap (also known as 'The Kid'), as he too, celebrated 100 years as the symbol of quality paint. But they probably also recalled the dark blue labels sported by its most popular product, Dirtfighter®, which has been a part of successful painting projects since 1976.

Colors have long been associated with brands: Coca Cola and Red; Owens-Corning and Pink; McDonald's and the Golden Arches; Starbuck's and Green; and of course, who wouldn't recognize that Robin's Egg Blue box as a special gift from Tiffany's?

“When it comes to corporate and brand colors, the correct color is imperative to not only set your brand apart, but to reassure customers and build loyalty,” said Adam Chafe, Dutch Boy Vice President, Marketing. “A brand can be immediately defined by its signature color, and that can be as important to consumers as the look of its logo, its packaging and even its name-brand equity.”

Since 1907 Dutch Boy® Paint has been one of the most recognizable and trusted paint brands in the United States. The original Dutch Boy painting was created by Lawrence Michael Earl. The model was a nine-year old New Jersey boy named Michael Brady who possessed the perfect features for the Dutch Boy Paint image.

The Dutch Boy logo underwent at least nine face lifts over the years, keeping his overalls, cap and traditional Dutch hairstyle. The original Dutch Boy image was revived

in 1987 and is currently used today. But even with the changes, there was always one constant in ‘The Kid’s look – the color Blue.

To celebrate its special anniversary, Dutch Boy is expanding on ‘The Blues’ by bringing three other products in new, all blue labels on its packages: its Dimensions® line (upscale collection of unique finishing techniques); Classic One® and updated Dirtfighter packaging. It’s even featuring a new blue label on its latest paint innovation, Scented Ceiling Solution II™, a new, pleasantly scented ceiling coating.

But while consumers associate Dutch Boy with the color blue, they have long associated it with a series of paint product quality, most recently, with simple innovations. The latter include: the unique ‘Twist & Pour®’ paint container, an all-plastic gallon that features an easy twist-off, twist-on lid; the Ready-to-Roll™ 2-1/2 gallon , project-sized paint tray; the Color Simplicity™ paint selection system, the easiest and most complete system that takes the pain out of paint selection; and a breakthrough partnership with Crayola®, featuring a special 96-color palette of exclusive Crayola Kid’s Room colors.

One-hundred years of product quality, innovative solutions and a better than 92 percent consumer awareness level sets the stage for Dutch Boy’s next 100 years – and have those at the brand – including The Kid – not only excited for what’s coming up next, but pretty confident they won’t be ‘singing the blues.’

For more information on Dutch Boy products, 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, logos or a sequential look at ‘The Kid’s’ changes over time, please contact Julie Molnar at 216-696-0229, or via e-mail at jmolnar@robertfalls.com.