



**DUTCH BOY® PAINTS DEBUTS PLATINUM® PLUS 100% ACRYLIC INTERIOR PAINT + PRIMER
WITH STAIN-SHIELD TECHNOLOGY**

A New Paint Product that Provides Exceptional Washability and Stain-Resistance for Life's Stickiest Situations



CLEVELAND, OH (05/31/2017) — Dutch Boy® Paints, an industry leader in innovative, high-quality paint products, is proud to announce the launch of Platinum® Plus interior paint and primer with new Stain-Shield Technology. Designed for the everyday homeowner, Platinum Plus paint has been expertly formulated to offer exceptional washability, stain resistance, and incredible scrubbability. Lab tested, Platinum Plus paint is up to 50% more stain-resistant and washable than a leading premium paint competitor in satin sheen. (Superiority ranges from 24% - 50%, depending on the sheen selected.) And it is as washable and stain-resistant as a higher priced leading super-premium paint competitor. This new formula also provides exceptional hide and stain-blocking power, delivering remarkable results at an unexpected price for this category of coatings. It's the performance you would expect from a luxury paint – at a price you didn't. Platinum Plus paint can be tinted to Dutch Boy's full range of 1,340 vibrant colors. It will be sold exclusively at Menards stores beginning in May 2017 starting at \$33.98 per gallon container.

“The category has changed a lot over the last few years, with consumers’ needs expanding,” said Debbie Zietlow, Dutch Boy Product Manager. “Consumers are looking for paint products that are durable and easy to clean, so they can spend more time enjoying life. As the landscape continues to evolve to meet their needs, we saw an opportunity for Dutch Boy to create a product that delivers on the performance our consumers expect from luxury paint, but at a lower price than expected.”

With a 100% acrylic formula, Platinum Plus paint was engineered to provide a more durable finish that can be easily washed and cleaned. With its Stain-Shield Technology, common household stains including coffee, tea, ketchup, crayon, and even lipstick can be washed away with a soft sponge and mild household cleaner. In addition, Platinum Plus paint offers extreme-hide and stain blocking, delivering one-coat hide in over 740 Dutch Boy colors, and it blocks stubborn stains from showing through. This mildew-resistant product prevents the growth of mildew on the surface of the paint film, making it ideal not only for areas where interior painted surfaces are exposed to humidity and condensation, but also for any room in the home. It is also GREENGUARD Gold certified. Simply put, GREENGUARD Gold certification means that Dutch Boy's

Platinum Plus paint has met some of the world's most rigorous and comprehensive standards for low chemical emissions into indoor air during product usage.

Platinum Plus will be available in four sheens – flat, eggshell, satin and semi-gloss – and in ceiling paint. Consumers can also purchase Platinum Plus in quart containers, 5-gallon pails, and 8 oz. interior color samples. For more information on Dutch Boy products, project inspiration, and how-to videos, please visit menards.dutchboy.com or dutchboy.com. To view Platinum Plus' one-coat hide colors, please visit dutchboy.com/onecoatcolorfav or head to a local Menards for Dutch Boy's Simple Solutions One-Coat Color Favorites color card.

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About Dutch Boy Group:

Founded in 1907, Dutch Boy® paints continues to be an industry leader in delivering innovative and high-quality products and packaging solutions, and is one of the most recognizable brands in the market over 100 years later. In recent years, a new vitality, youthfulness, and the promise of Simple Solutions have also shaped the brand. Heritage and trust has been brought to life with energy and empowerment, inspiring DIYers and paint enthusiasts for generations to come.

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