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California Paints Enhances Storm Stain(R)

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California Paints, color experts and leading paint manufacturers, today announced the enhancement of their popular Storm Stain product line. The enhancements include state-of-the-art product reformulations, new products and an original color palette. The collection of exterior stains and wood protectors has been chemically improved to meet a broad range of climate challenges found throughout the United States. The new Storm Stain color palette is inspired by the beautiful array of color found in the landscapes of U.S. National Parks.

More than 270 million people are drawn to the U.S. National parks annually, inspired by their natural beauty and wildness. The Storm Stain color palette has its origin in these sacred places. Grounded, balanced, elemental, Storm Stain colors change with the light throughout the day just as they would in nature. And whether you choose a cool mountainous gray, mossy green, warm gold or earthy, organic red, the result will be rich, inviting color for your home.

For over two decades Storm Stain has been producing the highest quality exterior stains and wood protectors. Storm Stain's enhanced formulation protects against even the harshest weather. California Paints #1 rating carries through to the entire Storm Stain product line delivering uncompromised attention to detail to insure the consumer the longest lasting, most fade resistant stain on the market today. Whether you live in the snowy mountains, seaside or in the hot desert sun, Storm Stain will protect and preserve your exterior wood surfaces for many years to come.

"The deck and other exteriors are extensions of the home but they are also part of the outdoors," said Ron Boyajian, Product Marketing Manager. "We have developed a product line that protects the exteriors of your home, regardless of climate you live in, and also offers the color choices designed to be harmonious with the entire spectrum of U.S. landscapes."

The Storm Stain collection includes primers, solid and semi-transparent finishes, for siding, decks, fences, and many other exterior substrates. To learn more, or to locate an independent Storm Stain retailer, visit www.stormstain.com

About California Paints

Based in Andover, MA, California Paints is a division of California Products Corporation, an innovative manufacturer of quality paints, coatings and sports surfacing systems since 1926. Today, California Paints continues to blaze a trail in the paint industry. Recently, its line of 2010 interior and exterior finishes has set a new standard in quality and innovation with the 100% Acrylic Latex technology. The California Fres~Coat Velvet Flat Exterior house paint has been rated #1 by a leading consumer publication for eight consecutive years and Storm Stain exterior wood finishes are fast becoming the industry standard for quality exterior stains and wood protectors. California Paints products are sold exclusively through select independent retailers. For more information or to locate a California Paints' authorized retailer near you, visit www.californiapaints.com