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NEWS 08

CALIFORNIA PAINTS LAUNCHES NEW ONLINE COLOR CENTER TO ASSIST PICKING PAINT COLORS

INNOVATIVE COLOR VISUALIZATION TOOLS MAKE IT EASY TO CREATE PERFECT PAINT COLOR COMBINATIONS OVER THE WEB

ANDOVER, MASS, JUNE 25, 2008 – California Paints announces the launch of its Online Color Center, a set of media-rich online color tools that enable customers and design professionals to interactively create unique and personalized paint color schemes.

Available now at www.californiapaints.com, the California Paints Online Color Center displays all paint colors from the new California Paints #1 rated Perfect Palette® color system, and from the top-selling authentic Historic Colors of America. Homeowners, contractors and design professionals can now easily view California's colors by navigating the interactive fandeck or virtually leafing through the electronic color cards.

"Our goal was to provide customers with state-of-the-art color visualization tools to facilitate the important and very personal task of choosing paint colors, to paint a room" said Steve McCarthy, marketing manager for California Paints. "With our Online Scheming Center, users are able to easily create color schemes using a wide variety of interior and exterior home settings that simulate actual painting projects. Innovative color mapping technology is incorporated to assist them in the often difficult search for coordinating matching colors by suggesting alternative schemes taken from proven color science."

California's Online Color Center also offers expert advice in color theory and design ideas. In addition, users will also appreciate the paint calculator that quickly provides estimates on the exact amount of paint needed for the job, allowing them to save valuable resources and avoid unnecessary waste. Customers can also take their design initiative to the next level by downloading the stand-alone e-VISUALIZER™ program which allows enhanced functionality, including the ability to upload home photos.

"Our customers now have a fun way of choosing the perfect combination of colors for their decorating projects," said Charles Katis, owner of Nashua Wallpaper & Paint, a dealer for California Paints in Nashua, NH. "California's new website allows the customer to save and print paint schemes to bring them into our store, making order fulfillment a breeze for us. Plus, we can use the Online Color Center to do detailed color searches that easily sort thousands of colors by name and number, so we are able to help customers find the colors they need in no time at all. The Online Color Center truly sets California Paints apart as the go-to place for color within the market."





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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. 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.

The Perfect Palette® Color System and all rights therein is property of Dunn-Edwards Corporation, used under the license by California Products Corporation.

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