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NEWS 08

CALIFORNIA PAINTS INTRODUCES ELEMENTS™, ZERO VOC INTERIOR PAINT LINE

THE INDUSTRY'S FIRST INTERIOR ZERO VOC PAINT LINE THAT SUCCESSFULLY COMBINES ENVIRONMENTAL PREFERENCE WITH SUPERIOR PRODUCT PERFORMANCE

ANDOVER, MASS, SEPTEMBER 9, 2008 – California Paints announces the launch of ELEMENTS Zero VOC paints. ELEMENTS is an environmentally preferable, premium quality paint, manufactured to perform to the same superior standards that has earned California Paints its continuous #1 Paint Rating. Through advanced product design and innovation, new ELEMENTS Zero VOC paints solves nagging quality problems facing most “Green” paints.

ELEMENTS finishes are specially formulated to provide one coat coverage, and an ultra long-lasting, scrubbable finish. Using ELEMENTS to get the job done right the first time, means savings for you, and a lesser impact on the environment.

“Conserving our valuable natural resources is of the utmost importance to us; we adopt these practices across the company and in the products we bring to market,” said Peter Longo, CEO of California Products Corporation. “California Paints is proud to present an interior paint line that finally tackles the biggest dilemma facing “Green” paint lines – how to manufacture the highest quality paint while still making it environmentally friendly.”

The ELEMENTS interior paint line includes a primer, a ceiling white and three interior finishes. All ELEMENTS finishes are GREEN WISE^{CM} certified to meet stringent environmentally responsible standards. ELEMENTS Zero VOC finishes are LEED compliant, and can earn valuable Indoor Air Quality Credits under the Indoor Environmental Quality LEED category.

Children’s Hospital Boston will be one of ELEMENTS’ first users in the market. California Paints is donating paint for the hospital’s House at 241 Kent Street project, a Victorian mansion renovation in Brookline, Mass. that will provide a peaceful home-away-from-home for families whose children need long-term medical care.

“We appreciate the generosity of California Paints. ELEMENTS paint is a good fit for this home, allowing us to restore its historic integrity while being energy efficient and environmentally friendly,” said Charles Weinstein, Children’s Hospital Vice President, Real Estate, Planning & Development.

ELEMENTS is the first environmentally preferable interior paint line to contain Microban technology, a unique anti-bacterial additive that creates an internal germ-proof barrier





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within the paint formulation. ELEMENTS finishes are also the perfect choice for those with odor sensitivity. Volatile organic compounds, (VOC's) are emitted as gases from certain liquids. These gases include a variety of chemicals, some of which may have short- and long-term adverse health effects. VOC's are the cause of that harsh "new paint" smell that many find offensive. Because California Paints took VOC technology a step further during rigorous research and development, ELEMENTS Zero VOC finishes have essentially no odor, rendering the time consuming and necessary process of airing out a freshly painted room, a thing of the past. This virtual no-odor quality combined with the germ fighting power of Microban makes ELEMENTS the best choice when painting hospitals, daycare centers, schools and elderly housing facilities.

A commercial grade Zero VOC environmentally preferable interior product line marketed under the name ENVIROTECH will be launched in parallel with ELEMENTS. Like the ELEMENTS line, ENVIROTECH paints are GREEN WISE certified and LEED.

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. As members of the U.S. Green Building Council, California Products Corporation proudly accepts their role as active global citizens and environmental stewards. All California products are produced in a state of the art, manufacturing plant. The entire facility was designed with protecting the environment as a top priority. California Products continuously strives to minimize environmental impact throughout every stage of the manufacturing and application process – from proper project planning, to the very end of the product life cycle. 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

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