



150 DASCOMB ROAD • ANDOVER • MA 01810
Phone: 978.634.9980 • Toll Free: 1.800.225.1141 • Fax: 800.533.6788
www.californiapaints.com

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CALIFORNIA PAINTS' COLOR PALETTE IS NOW PART OF AQUARIFORM DESIGNS' PAINTSWATCHES IPHONE APPLICATION

ANDOVER, MA (AUGUST 13, 2009)- California Paints, a quality manufacturer of paints, zero VOC coatings, and exterior stains, is pleased to announce that the colors of their Perfect Palette®* are now part of Aquariform Designs' iPhone application. California Paints' Perfect Palette® includes a selection of 1696 optimal colors to help customers find the exact color that fits their needs and lifestyle.

Aquariform Designs' PaintSwatches helps organize consumers' paint colors for their personal projects. This iPhone application has the ability to let the consumer choose palettes, add accents, and accumulate lists that can later be emailed from their iPhone. "We are so excited about including California Paints' beautiful colors in our iPhone App, PaintSwatches, and are very proud to have such a forward thinking company on board with us," Susan Bressan, Lead Designer and Founder of Aquariform Designs explained. "This is exactly what we want for our users, which is to create and organize gorgeous color schemes by combining a great line of paint and mobile technology."

The PaintSwatches application allows its users to organize several wall color projects while comparing different paint manufacturer's colors and recording notes on thoughts, prices, or any specifications. The application brings an interior designer's workspace to a portable device.

"California Paints is very proud to be a part of Aquariform Designs' innovative iPhone application," said Dan Cohen, Vice President of Marketing for California Products Corporation. "The application's ease of use and mobility gives our customers a new opportu-





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nity to search and gather information from our extensive color palette.” PaintSwatches is currently available to purchase at the iTunes application store, for more information visit www.aquariform.com/paintswatches.html.

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. California Products is a leading producer of California Paints® and Storm Stain® architectural coatings, including 2010® and Fres-Coat® Velvet Flat, the #1 house paints as rated by a leading consumer magazine for eleven consecutive years. For more information visit www.californiapaints.com

EDITORIAL CONTACT:

Lindsay Thibeault
978-623-9980, Ext. 232
l.thibeault@calprocorp.com
www.californiapaints.com

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