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**PRATT & LAMBERT'S NEW NEVER COMPROMISE™ COLOR SAMPLE SELECTOR
HELPS BRING COLOR VISIONS TO LIFE**

*Innovative Color Sampling System Simplifies The Paint Selection Process
By Letting Consumers Try It Before They Buy It*

Cleveland, Oh, September 2005--Pratt & Lambert® announces the new Never Compromise™ Color Sample Selector, a user-friendly system that allows consumers to choose a pre-tinted, two-ounce sample of Pratt & Lambert Accolade Velvet paint to “test” on a two-foot square wall area in their home. The Sample Selector simplifies the painting process by allowing the consumer to actually see the color applied to a large area. With the creation of the system, customers will have a simple, inexpensive way to explore color palettes, experiment with various color combinations, and compare shades.

“Pratt & Lambert worked closely with dealers and consumers, conducted extensive research, and carefully analyzed our industry before creating this exceptional color sampling system,” said Heidi Sandrev, Associate Product Manager, Pratt & Lambert. “Based on the feedback and data gathered, we designed a comprehensive sampling system that will allow consumers to clearly see the sample color on the wall.

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The Pratt & Lambert Never Compromise Color Sample Selector contains 288 exquisite color shades from the recently launched Never Compromise Color System palette that are offered to the consumer for a suggested retail price of \$3.99. The colors in the Sample Selector, which were carefully chosen based on future home trends and representative breadth of the full-palette offering, is one of the largest selections of the most popular colors being offered by any paint sampling program on the market.

In addition to the extensive color offering, the samples are housed in easy-to-use containers wide enough to fit a two-inch brush, eliminating the messy need for consumers to transfer the paint sample into another container before painting. A lift and peel induction seal protects from spillage and tampering, and the domed container lid displays a color chip with a color name and number, so the samples can be easily located. A label on the bottom of the container provides consumer directions, as well as color name and number.

The Never Compromise Color Sample Selector System is available at participating Pratt & Lambert and ACE retailers. For more information or to locate a Pratt & Lambert Paint retailer, log onto www.prattandlambert.com, or call 1.800.BUY.PRAT (1.800.289.7728).

Headquartered in Cleveland, Ohio, Pratt & Lambert remains the professional's and consumer's first choice for superior quality paints. Pratt & Lambert manufactures a complete family of innovative paint products formulated to beautify, protect and add lasting value to homes and businesses. By constantly monitoring emerging technologies and raw materials, Pratt & Lambert continues to develop top-of-the-line paint. Pratt & Lambert paints are distributed through quality independent paint dealers and participating Ace hardware stores.

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