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**WILLIAMSBURG® COLORS COME TO LIFE
THROUGH PRATT & LAMBERT'S COLOR VISUALIZER**

*Pratt & Lambert Paints' Web Site Color Tool Allows Consumers To See How WILLIAMSBURG
Colors Will Look When Applied to an Entire Room*

CLEVELAND, Ohio —“I wonder how this Nelson Blue color would look in my kitchen? Or maybe I should paint it yellow instead? Or perhaps, red would be more dramatic?” These are questions that many homeowners ask themselves before undertaking major painting projects in their homes. They waver back and forth between completely different colors and close their eyes in an effort to imagine how each color might look if they were to use it in a particular room. With Pratt & Lambert's Color Visualizer, these consumers don't have to “imagine” at all.

Pratt & Lambert's Color Visualizer is a web-based tool that allows homeowners or designers to click and drag various colors from the company's expansive color palette and place them in several interior and exterior home layouts. The user can add colors to walls, ceilings, trim and even accessories to see first-hand how different colors will appear in a real home décor scenario.

In addition to offering consumers the ability to choose colors from Pratt & Lambert's main Never Compromise® Color Collection for their “virtual paint session,” the Visualizer also

-More-

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PAGE 2 of 3

features the WILLIAMSBURG® Color Collection palette. All 184 historically accurate colors from Colonial Williamsburg are integrated into the Visualizer.

“Sometimes people have preconceived notions that a WILLIAMSBURG color may not provide the look they desire, but when using the Visualizer, they are pleasantly surprised by the depth of color choices and the bold saturation of the historic colors,” says Andy Rzicznek, Pratt & Lambert Product Manager.

“Not only does the user have the ability to mix and match all 184 colors, but there are also a variety of interior room options to adjust and manipulate. The user can see how a particular color will look in a bedroom, dining room, bathroom, kitchen or living room. And, additionally, there are multiple room styles within each of those categories so the consumers can pick the décor style that is most similar to their homes. Whether they have a contemporary, country or cape style home, the options are all available,” added Rzicznek.

The Pratt & Lambert Color Visualizer can be found at www.prattandlambert.com by clicking on the “Color Visualizer” link on the home page. Or, the Visualizer can be accessed directly at http://www.prattandlambert.com/prattapp/color_visualizer/.

For more information about Pratt & Lambert's Color Visualizer, Never Compromise Color System or the WILLIAMSBURG Color Collection, please visit 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 the highest quality paints. Pratt & Lambert Paints are distributed exclusively through quality independent paint dealers and participating Ace Hardware retailers.

-More-

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PAGE 3 of 3

About Colonial Williamsburg

The Colonial Williamsburg products program, established in 1936, provides authentic reproductions of antique furnishings and accessories as well as casual lifestyle collections, which reflect the rich decorative arts traditions of the 18th century. Revenue from the sale of WILLIAMSBURG products supports the educational programs of the Colonial Williamsburg Foundation, a not-for-profit, tax-exempt educational organization that oversees and operates the restored 18-century town of Williamsburg. For more information, call toll-free (800) 446-9240 or visit

www.williamsburgmarketplace.com

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