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**TAP INTO YOUR INNER ARTIST WITH PRATT & LAMBERT® PAINTS’
CELEBRATED, NEW NEVER COMPROMISE™ COLOR SYSTEM**

*Distinctive “Never Compromise” Color System And Tools Allow You To
Explore And Select Paint Colors Like An Expert*

*Cleveland, Ohio—May 2005—*Envisioning and creating the home of your dreams with color is easier than ever before thanks to the introduction of Pratt & Lambert® Paints’ stylish, new Never Compromise™ Color System. To help provide guidance and inspire individual creativity, the new Pratt & Lambert color system consists of a comprehensive, refreshed color palette with an easy-to-follow color arrangement, a wide variety of color tools, and an elegant new showcase.

“As color experts, Pratt & Lambert worked closely with consumers, dealers and designers, conducted extensive consumer research and analyzed our industry before creating this exceptional color system,” says Bruce Ziegler, Senior Product Manager, Pratt & Lambert. “Based on that consumer feedback and data, we designed a color system that serves as a one-stop-shopping color and paint resource center that helps to meet the specific needs of today’s consumer.”

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The Pratt & Lambert Never Compromise Color System begins with a refreshed, designer-inspired color palette that consists of 1,056 expertly chosen colors that are housed in a beautiful, high-end finish showcase. To ensure favorite colors remain available, Pratt & Lambert built on a foundation of its most popular offerings, leaving more than 80 percent of the palette unchanged. To provide a complete color assortment, exciting, new color choices inspired by current trends and future color direction have also been added.

As part of the revised Pratt & Lambert palette, a new Williamsburg® Collection palette and Ovation® Faux Finishes are included within the system. The Williamsburg section showcases 184 historically accurate colors and includes color chips, a color card and brochure that are designed to allow customers to explore these timeless hues. The Ovation section features Pratt & Lambert Ovation Faux Finishes and includes color chips and a step-by-step Ovation how-to book.

In addition to providing consumers with an updated palette, the Never Compromise Color System also has a color arrangement that makes selecting colors even easier. The vast color selection is neatly organized across the color rack by family, with the top half of the rack featuring bright, clean colors, and the bottom half featuring more muted, neutral shades. Each color family is then represented left to right, with the deepest values running across the center of the palette. This type of division helps consumers effectively select colors and create multiple color combinations without leaving them feeling overwhelmed. Once colors are chosen, consumers can easily visualize their color combinations by using the system's oversized 2 inch x 4.5 inch color chips with pop-out center circles, which allows the user to hold the color chips over fabric swatches or carpet samples to see how well the colors coordinate.

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For those seeking step-by-step guidance, the system also includes interior and exterior Color Personality Profiles that will help lead consumers to the ideal color chips that will best reflect the mood or feeling they are looking to achieve in a particular room. Since few things showcase someone's personality as much as their choice in colors, these fun, introspective self-assessments contain questions based on emotions and emotional triggers that can help consumers select colors and combinations that reflect their specific tastes. Twelve color palettes, each featuring distinctive styles, contain an assortment of color combinations that can be used however desired to create an interesting color story in one's home.

"Color offers an avenue into a person's mind, it can capture a mood or experience, or help project an image," Ziegler goes on to say. "Our Personality Profiles were specifically designed to help consumers determine how their individual tastes can be reflected in the colors they choose."

To further tap into a consumer's imagination and help them envision how a color can change the look and feel of a room, the Never Compromise Color System offers 16 Inspiration Cards that feature beautiful photography of bedrooms, living rooms, kitchens and bathrooms. Each of these 4 inch x 6.5 inch cards are strategically placed throughout the Color System to assist the consumer in visualizing and creating a spectacular color scheme. To provide an extra boost of confidence when pulling colors together, not only do the cards showcase how professionals combine colors on walls, trim and accent areas, they also contain the exact color chips used to create the room design, along with tips to help them easily achieve the same look in their own home.

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Once colors have been chosen, project sheets and portfolio folders are available to assist in organizing, planning and recording all aspects of a painting and decorating job. The interior and exterior project sheets serve as a great shopping guide that allow consumers and designers to record everything they need in order to complete a project, while the portfolio folder conveniently stores the project sheets, Personality Profiles, Inspiration Cards, pop-out color chips and fabric swatches.

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, including participating Ace hardware stores.

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