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**PRATT & LAMBERT® PAINTS NEW NEVER COMPROMISE™ COLOR SYSTEM
PROVIDES PROFESSIONALS WITH A STYLISH, SOPHISTICATED RESOURCE CENTER**

*Elegant System Offers Valuable Tools Created Specifically For
Designers, Architects And Professional Painters*

Cleveland, Ohio—May 2005— Creating stunning color schemes and spaces for your clients has become easier than ever before, thanks to the introduction of Pratt & Lambert's new Never Compromise™ Color System. To help streamline the process of choosing paint color, the new Pratt & Lambert Color System consists of a high-end finish showcase with clean lines that features wood-grain cabinetry and an abundance of space and lighting. Additionally, it offers a comprehensive, refreshed color palette with a distinctive color arrangement, easy-to-use color tools, and a Designer Library and fan deck.

“Pratt & Lambert worked closely with interior designers, architects and professional painters, conducted extensive research regarding their specific desires and needs, and analyzed our industry before creating this exceptional color system,” says Bruce Ziegler, Senior Product Manager, Pratt & Lambert. “Based on that feedback and data, we designed a color system that serves as one of the most comprehensive paint resource centers for professionals.”

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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 housed in a beautiful showcase. To ensure many of its favorite colors remained available, Pratt & Lambert built on a foundation of its most popular offerings, leaving more than 80 percent of the palette unchanged. Exciting new color choices, inspired by current and future interior design color forecasts, have also been added to provide a complete color assortment.

As part of the revised Pratt & Lambert offering, a new Williamsburg® Collection palette and Ovation® Faux Finishes are also 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 designers with an updated palette, the Never Compromise Color System also has a unique color chip arrangement to help make selecting colors simple. 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. Once colors are chosen, designers can take advantage of the system's oversized 2 inch x 4.5 inch color chips with patented pop-out center circles.

To further simplify color selection, the same color arrangement found on the Color Display, can also be found in the Designer Library and fan deck. The Designer Library includes eight binders containing 8 inch x 5 inch individual sheets of color, arranged by hues: Cool Reds, Red-Oranges, Orange-Yellows, Yellow-Greens, Greens, Cool Greens, Blues, and Purple and Grays/Neutrals. A convenient ninth binder allows for the creation of personalized

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palettes for clients, as well as a place to organize frequently used colors. All nine binders can then be housed in a portable, versatile case for easy on-the job reference.

For those seeking additional guidance, the system also includes interior and exterior Color Personality Profiles to help their clients choose the perfect colors. 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 clients select colors and combinations that reflect, or match, 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.

To further assist you and help explain to your client how a color can change the look and feel of a room, the Never Compromise Color System offers 16 Inspiration Cards. Each of these, 4 inch x 6.5 inch cards feature beautiful room photography that showcase how Pratt & Lambert's colors can successfully be combined on walls, trim and accent areas. Below the photograph are the exact color chips used to create the room design.

Once colors have been chosen, Pratt & Lambert project sheets and portfolio folders, which can assist in organizing, planning and recording all aspects of a painting and decorating job, can also be utilized.

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,

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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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