



## PPG Industries

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### **OLYMPIC Paint Brings Color to Life with Free COLORCLIX App for WINDOWS Phone**

*New COLORCLIX mobile app for WINDOWS Phone captures and matches color inspiration anytime, anywhere*

**PITTSBURGH – Feb. 22, 2012** – New to WINDOWS® Phone, the COLORCLIX® mobile app allows users to select any color their phones can capture and match it to more than 1,200 OLYMPIC® Paint colors. Consumers also can find color inspiration by browsing the app's collection of the most popular *Olympic* Paint colors and designer color collections.

Whatever your color inspiration, the *ColorClix* app for *Windows* Phone will help you easily identify and bring that shade to life for your next painting project. *Windows* Phone is the latest addition to the award-winning *ColorClix* suite of tools and is available for free download now from the [Windows Phone Marketplace](#).

“In a café, a boardroom or the great outdoors – you never know when a flash of color will catch your eye,” said Jennifer Dodson, senior marketing manager, *Olympic* Paint and Stain. “The new *ColorClix* app for *Windows* Phone creates the opportunity for users to quickly capture color inspiration while on the go and then translate it into colors for their home. With its innovative features and seamless integration with other *ColorClix* tools, such as the paint-a-room ‘Visualizer,’ the app provides an unrivaled color experience for users, anytime and anywhere.”

In addition to finding a match for an inspired color, a *ColorClix* app user also can find designer-approved coordinating colors. Users also can tag and save colors for future painting projects, edit and access saved projects whenever design inspiration hits, and share projects with friends through email, Twitter and Facebook. Once users find their perfect colors, they can match them to an *Olympic* Paint product by finding the nearest Lowe's location.

The *ColorClix* app for *Windows* Phone leverages a number of features new to the *Windows* Phone 7.5, including multitasking, Live Tiles, mobile search integration and data syncing, which allows users to edit mobile-created projects online and vice versa.

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“The new *ColorClix* app for *Windows Phone* is a welcomed addition to the *Windows Phone Marketplace*,” said Todd Brix, senior director, *Windows Phone Marketplace*, *Windows Phone Division*, and Microsoft. “With its unique features and design, the *ColorClix* app is a great example of the rich applications people will find on *Windows Phone Marketplace* to help them get the most out of their phone.”

The *ColorClix* suite is a cross-platform collection of color tools allowing consumers to discover new colors anytime, anywhere on a mobile phone, on a desktop computer or online. From initial color inspiration to final product selection and purchase, *ColorClix* tools digitize the paint-purchasing process from beginning to end. To learn more about *ColorClix* tools, visit <http://www.olympic.com/colorclix>.

*Olympic Paint* is a category leader in the paint segment with distribution in Lowe's, the nation's second-largest home improvement retailer. From *Olympic ONE* primer-and-paint-in-one product to the zero-VOC (volatile organic compound), low-odor Premium Interior line, *Olympic Paint* addresses consumers' desire for durable, affordable and innovative paint products. For more information, visit <http://www.olympic.com>.

Share your love of color on Facebook (<http://www.facebook.com/olympicpaintandstain>) and Twitter (<http://www.twitter.com/inspiredcolor>).

#### **PPG: BRINGING INNOVATION TO THE SURFACE.™**

PPG Industries' vision is to continue to be the world's leading coatings and specialty products company. Through leadership in innovation, sustainability and color, PPG helps customers in industrial, transportation, consumer products, and construction markets and aftermarkets to enhance more surfaces in more ways than any other company. Founded in 1883, PPG has global headquarters in Pittsburgh and operates in more than 60 countries around the world. Sales in 2011 were \$14.9 billion. For more information, visit <http://www.ppg.com>.

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