



PPG Industries

PPG Industries, Inc.
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New *Olympic*(R) ONE Interior Paint Allows Consumers to Demand Everything, Yet Compromise Nothing!

ONE Premium Paint Product is a High Quality Interior Paint and Primer for Excellent Performance and Durability – Without the Premium Price Tag!

Pittsburgh – July 12, 2011 – Have you ever been reluctant to start a painting project because of the time commitment of all the steps involved in the process? Now, *Olympic* Paint is making it easy for consumers to tackle painting projects with *Olympic* ONE Interior Paint, a super premium paint and primer engineered for exceptional quality and durability – critical factors when it comes to tackling home improvement projects. *Olympic* ONE Interior Paint is backed by a lifetime warranty, and has a retail price of approximately \$24.

“What differentiates *Olympic* ONE Interior Paint from the leading competitors on the market is that it’s engineered to offer the same benefits you would expect from a premium brand, but costs *significantly* less,” said Jennifer Dodson, Senior Marketing Manager, *Olympic* Paint and Stain. “We’re excited about this new product because it’s *truly* a complete DIY solution.”

Demand Everything. Compromise Nothing.

Olympic® ONE Interior Paint is formulated with the most advanced technology to provide optimal performance. The paint and prime formula provides extreme hiding power, creating a tough, yet flexible coating that can adhere to a variety of surfaces and covers dark colors with ease and in fewer coats.

Now, consumers can spend less time painting and more time enjoying their finished project.

Olympic ONE Interior Paint is also the perfect choice for those who entertain or have children, because it offers superior stain resistance. The formula repels common household stains, including dirt, grease, ink and crayon, to keep walls looking cleaner and newer longer. It also can endure 50 percent more scrubs than the leading competitors, while also maintaining the appearance of the finish. The advanced formula won’t wear off, even after harsh scrubbing – allowing consumers to keep the color of their walls looking fresh and clean.

The formula also provides a mildew resistant coating, which is critical for keeping rooms prone to humidity – such as the bathroom and kitchen – beautiful in appearance over time. *Olympic* ONE Interior Paint has earned the Good Housekeeping Seal of Approval and is backed by a lifetime warranty.

To learn more about *Olympic* ONE Interior Paint, visit www.olympic.com. You can also join the conversation by liking *Olympic* Paint on Facebook (<http://www.facebook.com/olympicpaintandstain>) and by following *Olympic* on Twitter (www.twitter.com/inspiredcolor). Log on for updated painting and color selection tips, how-to's and inspiration from others sharing their latest home improvement stories.

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Olympic Paints, a brand of PPG Architectural Finishes, Inc., is a category leader in the paint segment. *Olympic* ONE Interior Paint, available exclusively at Lowe's, the nation's second-largest home improvement retailer, offers a one-product solution for consumers at a retail price of approximately \$24. For more information on *Olympic* products and ongoing color updates, visit www.olympic.com.

PPG: BRINGING INNOVATION TO THE SURFACE (TM).

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 does any other company. Founded in 1883, PPG has global headquarters in Pittsburgh and operates in more than 60 countries around the world. Sales in 2010 were \$13.4 billion. PPG shares are traded on the New York Stock Exchange (symbol: PPG). For more information, visit www.ppg.com.

Olympic is a registered trademark of PPG Architectural Finishes, Inc.

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