



PPG Industries

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DIY-ers Reveal Key Decision Points for Selecting Paint and Stain Products

*Consumers Mistakenly Think “Green” Paints are More Expensive;
OLYMPIC(R) Offers Zero-VOC with Low-Odor at an Affordable Price*

Pittsburgh – May 26, 2011 – A recent survey* sponsored by *Olympic* Paints and Stains revealed that when it comes to “do-it-yourself” (DIY) projects, Americans plan to roll up their sleeves and get to work. In fact, 54 percent anticipate a paint or exterior stain project in the next year, but would also like to help reduce their carbon footprint while doing so. However, nearly three-fourths (73 percent) of them believe buying paint products that are better for the environment means spending more money, according to the survey.

“Consumers don’t have to compromise on their ‘green’ values to be kind to their wallets when tackling DIY home improvement projects,” said Jennifer Dodson, Senior Marketing Manager, *Olympic* Paint. “*Olympic* Premium Interior Paint is not only a Zero-VOC, low-odor product; it’s a great value because it starts at \$19 a gallon – making it the perfect choice for a beautiful and healthy home.”

Key Consumer Decision Points for Purchasing Interior or Exterior Paint

Environmentally friendly paint at an affordable price point isn’t the only thing consumers are asking for. The survey findings also revealed that consumers ranked durability (94 percent), ease of application (85 percent) and selection of colors (84 percent) as key decision points when making a paint purchase.

“Consumers can be at ease knowing *Olympic*’s proprietary formula offers outstanding durability at an affordable price, and is backed by a lifetime satisfaction guarantee,” adds Dodson. “There are so many reasons to insist on *Olympic* Interior and Exterior Paint for your next project. The *Olympic* Premium Interior Zero VOC, low odor paint makes painting easier because you can paint and move back into the room on the same day. And, the *Olympic* Premium Exterior paint, with the exclusive Dirtguard™ formula, keeps your home cleaner longer than other paints, which means less time maintaining your home and more time enjoying it.”

Olympic Paint also makes it easy for consumers to select the perfect shade with its designer-inspired color pallet or by simply using the new ColorClix™ mobile application, which allows consumers to find color inspiration by snapping a photo and matching it to one of *Olympic*’s paint colors.

Key Consumer Decision Points for Purchasing Exterior Stain

The survey findings also revealed that for consumers planning an exterior stain project, the ability to enhance the natural look of the wood (90 percent), durability (89 percent) and ease of application (85 percent) are the most important factors when making a purchase.

*The survey, which was fielded by Opinion Research Corporation in April of this year, surveyed over 1,000 Americans nationwide (511 men and 500 women) and indicated several key decision points they consider when selecting a paint or stain. Factors such as durability, ease of application and environmental impact were all considered top of mind; however, the survey also revealed that consumers do not have very high quality expectations when it comes to paint and stain.

“Enhancing the natural look of the wood is critical for consumers, and *Olympic* Exterior Stain’s proprietary formula and outstanding clarity make wood look just as beautiful as the nature surrounding it,” said Dodson. “Plus, *Olympic* Exterior Stain is water repellent, offers outstanding fade resistance and provides a mildew-resistant coating to protect the wood, so the color and the natural beauty of the wood last.”

To learn more about the reasons to insist on *Olympic* Paints and Stains, visit www.olympic.com or www.insistonolympic.com. You can also join the conversation by liking *Olympic* Paint and Stain 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.

Olympic Paints and Stains, a brand of PPG Architectural Finishes, Inc., is a category leader in the paint and stain segment. *Olympic* Premium Interior Zero-VOC, low-odor paint, sold exclusively at Lowe’s, the nation’s second-largest home improvement retailer, offers a natural choice for “green” decorating. *Olympic* Exterior Stains are available at Lowe’s and other fine retail locations. For more information on *Olympic* products and ongoing color updates, visit www.olympic.com.

About PPG

PPG Industries’ vision is to continue to be the world’s leading coatings and specialty products company. Founded in 1883, the company serves customers in industrial, transportation, consumer products, and construction markets and aftermarkets. With headquarters in Pittsburgh, PPG operates in more than 60 countries around the globe. 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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