



## Taking the Guesswork Out of Color Selection

*Glidden on the go™ mobile app makes painting even easier*

CLEVELAND, OH (May 1, 2012) – AkzoNobel is proud to introduce the Glidden on the go™ mobile app, a new tool for smart phones that makes selecting the perfect color and paints just a tap away. The Glidden on the go™ app connects customers with multiple do-it-yourself painting tips and inspiration tools including:

- **Color Matching:** Identify the Glidden paint color that matches the inspiration from any photo in your library
- **Land A Color:** Easy ways to browse the color palette with simplified tools, such as “Match a Mood” and “Top 10” color themes
- **Save and Share:** Ability to save colors and product choices for future reference and share your top picks with friends
- **Product Guidance:** Answer a series of questions to find the right product for your project
- **Store Locator:** Find the nearest Glidden paint retailer so you can get going

"Our digital tools are designed to help consumers through the most difficult steps in a paint project," said Rob Horton, director of marketing for AkzoNobel, makers of Glidden paint. "The Glidden brand understands that people need assistance in different ways when selecting colors and painting, so we created this app to make it easier to get the job done right with outstanding results."

The Glidden on the go app is currently designed for the iPhone or Android. To download the app to your mobile device, visit the Apple App Store or Google Android Market.

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### **About Glidden® Paint**

The Glidden® paint brand offers a rich tradition of innovation and color inspiration, having consistently embodied quality and performance for generations of customers. From the first latex paints that were developed and marketed under the Glidden brand decades ago, to today's broad assortment of versatile paints, Glidden paint makes it easy for consumers and paint contractors alike to turn inspiration into action and add color to people's lives. Available nationwide at The Home Depot, Walmart, company-owned Glidden Professional Paint Centers and other fine retailers. Glidden Paint is a brand of AkzoNobel, the world's largest paint and coatings company.

### **About AkzoNobel's North American Decorative Paints Business**

Within its North American paints business, AkzoNobel produces a portfolio of well-respected brands, including Glidden®, Glidden Professional™, Dulux® Bétonel®, CIL®, Sico®, Ralph Lauren® and Devoe® paints; Flood®, Sikkens® and Synteko® wood care products; and Liquid Nails® and Mulco® adhesives and caulks. Products are sold through company-owned stores, national retail outlets, distributors and independent dealers throughout North America as well as exported internationally.

### **Media Contacts:**

Barrie Rosen  
[barrie.rosen@emanatepr.com](mailto:barrie.rosen@emanatepr.com)  
212-805-8034

Eric Stasiowski  
[eric.stasiowski@akzonobel.com](mailto:eric.stasiowski@akzonobel.com)  
440-297-8404