



Press release

AkzoNobel
Tomorrow's Answers Today

Glidden™ Paint Makes it Easy to Find the Right Color to Suit Any Taste

Ready-to-go paint testers help do-it-yourself consumers sample Glidden paint's simplified palette of 282 colors

CLEVELAND (August 26, 2010) — Feeling overwhelmed at the thought of choosing a paint color? Tired of having to buy an entire gallon of paint only to realize the shade is too light or too dark for the room? Glidden™ Paint is helping do-it-yourself (DIY) painters take the guesswork out of color selection by sampling all their favorite colors with ready-to-go paint testers – a fast and easy way to find a color to suit any taste.

The Glidden paint tester, with built-in brush, allows DIYers to put the color right on the wall and compare it to other colors, see how it looks in natural and artificial light, and decide whether it complements existing furniture and home décor accents. Each paint tester covers three square feet and is available in all of Glidden paint's 282 colors. It retails for \$2.94 at The Home Depot and online at HomeDepot.com.

“Getting over the hurdle of color selection is the first step in creating a room that truly reflects your personal sense of style,” said Barbara Richardson, Director of Color Marketing Services, Glidden™ Paint. “The Glidden paint testers can help even the most novel DIYers gain color confidence to get going on a painting project and be excited to share the finished product with their family and friends.”

Glidden paint offers additional opportunities to experiment with color on its website, www.glidden.com, where DIYers can choose colors by using the online Room Painter to see the complete color palette, get inspiration from Top 10 palettes chosen by color experts, or find a color that matches a specific mood. Once you've selected a color, you can use Glidden's online tools to determine what type of paint sheen is right for each application and calculate how much paint you will need with the interior paint calculator.

The paint testers are just one of many tools Glidden paint offers to help boost color confidence and make it easy to get going on a painting project. Other tools include:

- Oversized color chips with coordinating accent colors and inspirational room photos on the back for the latest design idea.
- Top 10 color cards to help homeowners find the right color for their mood, location or season.
- Superior quality formula that in independent tests was rated higher in quality than many expensive brands. The new formula achieved an excellent rating on key quality markers such as washability, scrub resistance, water spotting and hide (coverage).

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



Safe Harbor Statement

This press release contains statements which address such key issues as AkzoNobel's growth strategy, future financial results, market positions, product development, products in the pipeline, and product approvals. Such statements should be carefully considered, and it should be understood that many factors could cause forecasted and actual results to differ from these statements. These factors include, but are not limited to, price fluctuations, currency fluctuations, developments in raw material and personnel costs, pensions, physical and environmental risks, legal issues, and legislative, fiscal, and other regulatory measures. Stated competitive positions are based on management estimates supported by information provided by specialized external agencies. For a more comprehensive discussion of the risk factors affecting our business please see our latest Annual Report, a copy of which can be found on the company's corporate website www.akzonobel.com.

serving consumers and paint contractors alike, the Glidden brand continues to reach new heights. Glidden paint is part of AkzoNobel and is a category leader in the company's portfolio of internationally respected paint brands.

About AkzoNobel

AkzoNobel is proud to be one of the world's leading industrial companies. Based in Amsterdam, the Netherlands, we make and supply a wide range of paints, coatings and specialty chemicals - 2008 revenue totaled €15.4 billion. In fact, we are the largest global paints and coatings company. As a major producer of specialty chemicals we supply industries worldwide with quality ingredients for life's essentials. We think about the future, but act in the present. We're passionate about introducing new ideas and developing sustainable answers for our customers. That's why our 60,000 employees - who are based in more than 80 countries - are committed to excellence and delivering Tomorrow's Answers Today™.

Note to editors - not for publication

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