

Contact: Julie Brosien
Robert Falls & Co.
Public Relations
216.696.0229
jbrosien@robertfalls.com

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Mary Ward
Product Manager
Dutch Boy
216.566.2991
mkward@sherwin.com

**DUTCH BOY® REVOLUTIONIZES THE INDUSTRY WITH YET ANOTHER
FIRST-OF-ITS-KIND...SCENTED CEILING SOLUTION™ II**

*Now Delighting Two of the Five Senses,
New Scented Ceiling Paint Offers a Fresh, Clean, Relaxing Scent*

Cleveland, Ohio . . . As Dutch Boy enters its 100th year as *the* provider of innovative and high-quality paint products, it's delivering yet another industry first with the introduction of Scented Ceiling Solution™ II. Specially formulated with a clean, relaxing scent, this interior ceiling paint has easy-to-use benefits, such as spatter resistance and one-coat coverage, plus a delightful scent that's certain to add a little extra life to any room.

With the development of Scented Ceiling Solution II, the painting process and finished project can now be as enjoyable to consumers' noses, as it is to their eyes. By offering a pleasant scent, consumers can avoid that "paint smell" during the painting process. Additionally, consumers can take pleasure in the refreshing scent for up to three months after they complete their painting project as the scent slowly dissipates.

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Scents are in, and today's consumers are taking notice. They're savvier than ever before when it comes to making sure their emotional and physical needs are met, and they're much more attuned to the small pleasures that ensure well-being. This can be seen in the popularity of aromatherapy and mood-changing scents that delight the senses, including the fresh, new scent found in Scented Ceiling Solutions II.

With Scented Ceiling Solution II, both DIYers and professional painters also have an easy way to achieve a smooth, even coat of soft white color on their ceilings. The paint is spatter resistant and helps eliminate lap or roller marks.

For additional convenience, Dutch Boy Scented Ceiling Solution II is available in Dutch Boy's Twist & Pour™ paint container that features a re-sealable twist-off lid eliminating the need for screwdrivers, paint keys or other tools often used to open paint cans. This all-plastic container is lightweight and durable, with an inset side handle for easy carrying.

For more information on Dutch Boy products, or to locate a Dutch Boy retailer, log on to www.dutchboy.com, or call 1.800.828.5669.

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EDITOR'S NOTE: For high-resolution digital images of the new Scented Ceiling Solutions II from Dutch Boy please contact Julie Brosien at 216-696-0229, or via e-mail at jbrosien@robertfalls.com.