



Press release

AkzoNobel
Tomorrow's Answers Today

Glidden™ Paint Gives the Gift of Color with Free Paint Tester Offer

Get two free paint testers for you and give two free paint testers to a friend with the Glidden Paint Get Color, Give Color Giveaway

CLEVELAND (May 19, 2010) — Stuck in neutral when choosing a paint color for your next project? Glidden™ paint is helping do-it-yourself (DIY) painters break away from basic beige by giving the gift of color this painting season with the Get Color, Give Color Giveaway. Starting June 1, visitors to Glidden.com can get two free paint testers in any of Glidden paint's 282 timeless colors and give two free paint testers to a friend.

"With the Glidden paint tester, it has never been easier to experiment with color and find the right shade to brighten any room," said Barbara Richardson, Director of Color Marketing Services, Glidden Paint. "The Get Color, Give Color Giveaway helps inspire consumers to get going on their projects and then paint it forward to a friend. It is the giveaway that keeps on giving."

The Glidden paint tester, with built-in brush, makes color selection fun, easy and affordable. Each two-ounce tester covers three square feet, allowing consumers to try a color before buying it and feel confident with their color selection. The paint testers are available in the Glidden paint color center at The Home Depot and online at HomeDepot.com. The Glidden Paint Get Color, Give Color Giveaway runs from June 1 through June 7, or while supplies last.

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:

- A reduced color palette of 282 colors because you don't need to look through 400 shades of blue to find the perfect one for you.
- 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.

Glidden paint has also made significant improvements to its formula that equals or outperforms some of the most expensive interior paint brands on the market, including a \$50 per gallon paint. And the best part is that Glidden paint has kept its price steady, still ranging from \$16 - \$24 per gallon. The new formula, independently tested, achieved an excellent rating on key quality markers such as washability, scrub resistance, water spotting and hide (coverage), to name a few.

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 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.



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.

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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