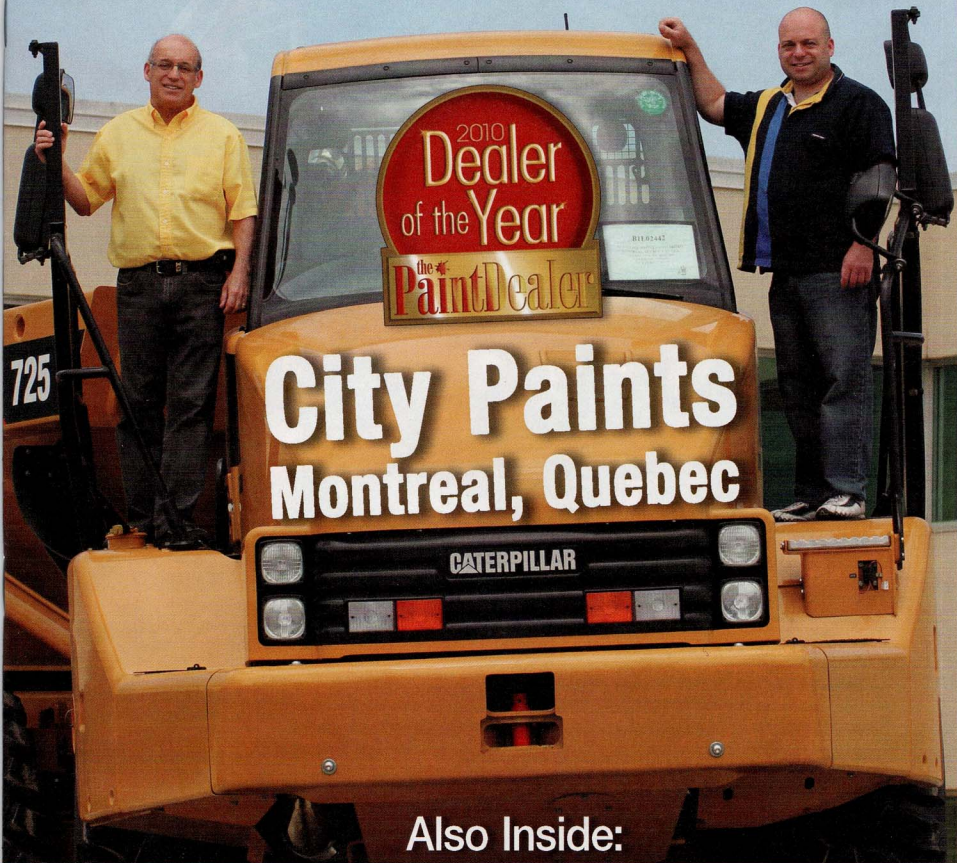


# the Paint Dealer

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dedicated to the retail paint market



Also Inside:  
*Find Out What's Shakin'*

# MYTHIC

## Putting Our Paint Where Our Lungs Are



It's been an exciting year so far for the Mythic team. In April we launched two product lines: Mythic Black Label™ and Mythic Pro™. In June we just finished construction of and moving into our new headquarters. Our new Hattiesburg, MS offices and labs are not only much bigger (as you can probably tell

the news of our zero VOC, non-toxic paint has been spreading and we needed more space for our expanding staff), but are toxin free, having been completely re-painted using only Mythic paint products.

Jonathan, our marketing manager, has been complaining about his glass office and is threatening to put up goldfish pictures and a fake pirate ship that blows bubbles, but we have been trying to tell him that this way he can keep his finger on the pulse of all things 'Mythic'—we don't think that he is buying our argument.

The lack of smell and toxins in our new space naturally leads us to talk about our new products, which we are proud to report, are being very well received by both high-end interior designers and contractors. In fact, we are having trouble keeping these products in stock.

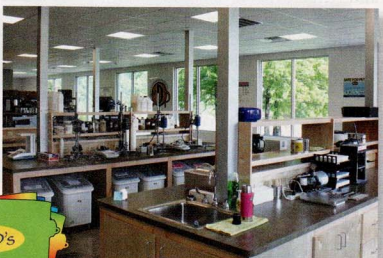
First let's talk about the Mythic Pro line. Mythic has always been focused on painting contractors. We've worried that painters on the front line are being exposed unnecessarily to VOCs and toxins found in many other paints. We recognize that in the

past, the cost of the job may have forced them to use cheaper products that are not as safe as Mythic. So, we launched Mythic Pro in April, which not only maintains Mythic's promise of zero toxins and no VOCs, but also maintains the durability and application qualities that Mythic has become famous for. Still available in any of Mythic's more than 1,200 designer colors and able to match any competitor's colors the new Mythic Pro is offered as a drywall primer, flat, eggshell and semi-gloss sheens.

Mythic Black Label is a completely different breed of paint. If the Mythic Pro is our reliable workhorse then Mythic Black Label is that sports car you have always dreamed of. This product is the only zero VOC, non-toxic luxury paint and primer in one. It also contains Color Capture Technology™—a unique process that goes even further to deliver color uniformity and keep it locked into the paint. The new product, is available in matte, satin and semi-gloss sheens. Priced competitively, this paint is popular with those looking for the most luxurious and high quality paint on the market.

So, with all these new products what has happened to the original Mythic that we have all grown to know and love? Well we still have our standard offering which

still has the incredible durability, color options and sheens that we built the business with. Only now it is boasting a new name—Mythic Classic™. Because as we all know, classic never goes out of style.



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