



FOR IMMEDIATE RELEASE

MYTHIC PAINT HELPS KEEP GOLD STAR HONEYBEES HAPPY HONEYBEES

-- New breed of beekeeper promotes happy, healthy bees --

HATTIESBURG, MS., (October 5, 2009) - Gold Star Honeybees, based in Bath, Maine has devised a completely revolutionary, sustainable honeybee hive designed to relieve stress in bees and help them emulate the behavior of their natural environment. And the designer and producer of these break-through hives has selected Mythic Paint as their recommended partner to ensure the protection and toxin-free lives of the bees. These top-bar hives, which are sold as kits, can easily be assembled with a Phillips head screwdriver and a staple gun. Gold Star Honeybees paints the roofs with black exterior paint from Mythic to retain heat in the winter or Mythic's white exterior for hot climates.

The hives are designed to encourage the bees to mimic the hive building activities that they would demonstrate in the wild. Instead of providing a mass-produced wax foundation, which is typical in traditional bee keeping, Gold Star Honeybees' Top Bar Hives allow the bees to create their own natural beeswax, a feature that removes some of the man-made manipulation that causes stress within the hives. At the same time, the design allows the beekeepers a practical and safe way to gather honey and tend their swarms.

"I was actively looking for a non-toxic paint for use on the beehives when I discovered Mythic," said Christy Hemenway, designer and owner of Gold Star Honeybees. "I am very excited to partner with Mythic as the paint is guaranteed to be toxin-free, so it is totally safe for the bees and provides an attractive,

durable finish. My aim is to provide a toxin-free, natural and sustainable life for the bees, to reduce stress and encourage a happy, productive hive.”

Mythic Paints’ President, Rocky Prior added “we’ve always promoted ourselves as being *safe for the people, pets and the planet*. I’m now looking forward to adding *safe for the bees* to our advertising!”

Mythic Paint is a guaranteed high-performance paint, available in a 1,232-color palette and can also be matched to any competitors color through a VOC-free coloring system. Mythic Paint is available in independent stores nationally, and can be ordered online at www.mythicpaint.com or by calling our customer service at 1-888-714-9422.

About Mythic Paint

Mythic Paint, a subsidiary of Southern Diversified Products (SDP) was developed in cooperation with the University of Southern Mississippi. The guaranteed high-performance paint is available in a 1,232-color palette and in all sheens for interior and exterior use. Mythic is available in independent paint stores nationwide. To find a retailer or for additional information, please visit the Mythic website at www.mythicpaint.com or call the customer service hotline at 1-888-714-9422.

To learn more about Gold Star Honeybee’s Top Bar Hive Kit please visit www.goldstarhoneybees.com or call 207-449-1121

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