



## MYTHIC PAINT BECOMES FOUNDING MEMBER OF THE U.S. REGENERATIVE NETWORK

-Mythic Paint is the only paint manufacturer chosen by David Gottfried's  
New Collaborative Green Building Start Up-

**HATTIESBURG, Ms., (May 19, 2010)** - [Mythic® Paint](#) is pleased to announce that they have been selected by [U.S. Regenerative Network](#) to be a founding member company and named as the exclusive paint manufacturer for the entire Network. The U.S Regenerative Network was created and recently launched by green building pioneer and author David Gottfried, founder of the [U.S. Green Building Council](#), which owns the LEED green building rating system. All Mythic paint finishes are non-toxic, high performing, free of volatile organic compounds (zero VOC), and have little or no odor.

As the only paint manufacturer chosen by the U.S. Regenerative Network as part of their effort to bring together green building manufacturers and service providers, Mythic Paint will follow the first goal of the Network to use best practices in areas of sustainability and transparency to remain a leader in environmentally conscious building and services.

“Mythic Paint is honored to not only be selected as a founding member, but the only paint company invited to join the U.S. Regenerative Network,” said Rocky Prior, president of Mythic Paint. “Mythic Paint brings our strength in product development and processes as well as a culture of best practices to further the efforts of organizations looking to offer products with the lowest possible impact.”

The second goal of the Regenerative Network is to bring members to the green building marketplace of design professionals and buyers. The U.S. Regenerative Network achieves this by offering affiliates (corporations,

architects, designers, builders) a vetted opportunity to see best of breed manufacturers and service providers.

The Network's inaugural biannual forum brought founding members, made up of senior representatives from nineteen companies, sixty real estate design groups, construction and ownership affiliates as well as industry experts to share best practices and discuss cutting-edge green products and services.

"The collaborative model will be the key to success in the 21<sup>st</sup> century, and will enable us to be here in the 22<sup>nd</sup>," said Gottfried, who serves as the Network's Founder and CEO.

### **About Mythic Paint**

Mythic Paint, manufactured by Southern Diversified Products (SDP) was developed in cooperation with the University of Southern Mississippi. The non-toxic, high-performance paint is available in virtually any color and sheen 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](http://www.mythicpaint.com) or call the customer service hotline at 1-888-714-9422.

### **About the U.S. Regenerative Network**

The U.S. Regenerative Network is a private consortium of leading green building product manufacturers and service providers with the mission of improving each member's environmental and social sustainability and economic profitability. The company was incubated by David Gottfried's Regenerative Ventures, one of his several "regenerative" startups. For more information please visit [www.regen-net.com](http://www.regen-net.com)

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### **Key Web Addresses:**

Mythic Paint: [www.mythicpaint.com](http://www.mythicpaint.com)

U.S. Regenerative Network: <http://www.regen-net.com>

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