



FOR IMMEDIATE RELEASE

**MYTHIC® PAINT PARTNERS WITH NORTHERN CALIFORNIA'S
'LEEDING' CONSTRUCTION AND DEVELOPMENT COMPANY**

-- Mythic Paint to be a staple in new LEED Certified Homes --

HATTIESBURG, Miss., (March 28th, 2008) - Mythic® Paint, the high performing zero-volatile organic compounds (VOC), zero-toxins and non-carcinogenic paint has partnered with McDonald Construction and Development, Inc (MCD), to be the sole coverings provider for the company's LEED certified homes. MCD, who built the first LEED-H Platinum custom home in Northern California; the Margarido House, www.margaridohouse.com, has selected Mythic not only for its environmental benefits, but for its superior durability and color choices.

MCD will use only Mythic Paint for the entire interior and exterior needs of their upcoming LEED projects. The most imminent project being 131 Hillside, www.131hillside.com, a new LEED-H certified custom home located just across San Francisco's Golden Gate Bridge in Mill Valley, California. 131 Hillside was designed by owner/architect Scott Lee of critically acclaimed SB Architects, www.sb-architects.com, and is due to be completed by late Summer 2009. Slated to be the first LEED-H certified home in Marin County, 131 Hillside will also be one of the first of LEED Certified homes in Northern California – the first being MCD's Margarido House.

Mythic Paint was also used exclusively earlier this year in David Gottfried's LEED-H Platinum remodeled home. David, founder of U.S. Green Building Council and World Green Building Council selected Mythic on the advice of his construction company. "The builders recommended Mythic," said Gottfried.

“They had the utmost confidence in Mythic and it was obvious that the paint had a strong position within the building industry.”

MCD owner and president, Michael McDonald stated that the reason they selected Mythic was for quality and aesthetics. “We specialize in high design and high sustainability construction,” said Michael. “Gone are the days when we are willing to sacrifice performance for safety and the environment. We chose Mythic Paint because we are guaranteed zero-toxins and zero-VOCs, but we can provide our clients with superior quality paints, in ten finishes, and unlimited color options. “

To qualify for “Platinum” certification, homes are required to meet a minimum of 90 of the 108 points in the LEED for Homes rating system. Homes are measured based on eight resource categories:

- Location and connection to community
- Use of entire property to minimize impact on sites; sustainability
- Water efficiency and conservation
- Indoor environmental air quality
- Use, durability and recycling of materials and resources
- Energy efficiency
- Homeowner’s education for green features
- Innovative design

“We admire and are proud to work with MCD and the other architects, designers and construction people who are focused on the health of their customers and their environment,” said Rocky Prior, president of Mythic Paint. “We, with them, look forward to the day when a LEED Platinum house is the only type of new house to build!”

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 hardware 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.

###

Key Web Addresses: Mythic Paint: www.mythicpaint.com