



FOR IMMEDIATE RELEASE

**MYTHIC PAINT OFFERS A NEW FINISH TO COMPLETE
PAINT LINE PORTFOLIO**

-The high performance, zero-VOC paint is first to offer Exterior Flat-

HATTIESBURG, Ms., (March 23, 2009) - Mythic® Paint, the high- performance, non-toxic paint from Southern Diversified Products, has announced the offering of a new finish to complete their paint line portfolio. The new Exterior Flat paint, which will be available to retailers in April, contains no toxins or VOCs and can be mixed to any color.

"Mythic Paint is a completely different kind of paint," said Rocky Prior, president of Mythic. "It offers any color with very low odor, and high performance. To help support this reputation, we wanted to offer retailers a complete line of products, to keep their customers happy and have them coming back for more Mythic".

The new Mythic Exterior Flat, like the other exterior products, is a premium quality, 100% acrylic paint that provides durable mildew and fade resistant protection for a variety of exterior surfaces. The Exterior Flat has proven durability as evaluated through industry standard testing and will provide beautiful protection for a variety of surfaces for many years.

In addition to offering a lower sheen level for aesthetic purposes, the Exterior Flat is ideal for previously painted or primed surfaces such as vinyl, aluminum and wood siding, shutters, clapboard, shakes and shingles and composite or hardboard. This product will be available in early April. For more information about this product and other Mythic paints, and to find a quality Mythic retailer near you, please visit www.mythicpaint.com

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.

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