



MYTHIC PAINT™ SUPPORTS PROS WITH THE NEW MYTHIC PRO™ LINE
Mythic Paint™ Launches A New, Non-Toxic, High-Performance
Paint Line for Painting Professionals

Hattiesburg, Miss. (Feb. xx, 2011) – Mythic Paint™, the company that changed the paint industry with its high performance, zero VOC, non-toxic, low-odor paint has just announced the launch of a new line of products made especially for the painting expert – Mythic Pro™. Available in almost any color, Mythic Pro™ is a non-toxic, ultra-low odor, high quality paint line designed and formulated specifically for painting professionals.

Mythic Pro™ means that professional painters who often battle with VOCs and various toxins in their trade, can now breathe easier with a non-toxic, zero VOC paint that offers superior coverage, high durability and virtually no odor. In addition, Mythic Pro™ meets the strictest criteria for coatings used in LEED-certified buildings. This new professional line was developed for rapid commercial application and is available in both one and five-gallon pails to make professionals' lives easier.

The performance-guaranteed, non-toxic, high-performance paint is available in virtually any color in sheens ranging from flat to semi-gloss. Thanks to advancements in polymer technology, the Mythic Pro™ is able to fulfill all the painting professionals' needs – that of a perfect airless spray and superior touch up – below the price of the original Mythic Paint™, which is now called Mythic Classic™.

“We are thrilled to introduce Mythic Pro, our new line created specifically for painting professionals,” said Rocky Prior, President of Mythic Paint™. “We understand what professional painters need to make their jobs easier and

healthier while providing their clients with a high-quality job. Most importantly we understand the need for a lower cost solution.”

Mythic Pro™, like all Mythic products, provides the durability and coverage you expect without cancer-causing toxins or VOCs and comes with a full performance guarantee. Mythic Pro™ is now available in independent paint stores nationwide.

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 and select countries internationally. To find a retailer or for additional information, please visit the Mythic Web site at www.mythicpaint.com or call the customer service hotline at 1-888-714-9422.

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