



**MYTHIC PAINT'S BLACK LABEL IS GREEN**  
**Non-Toxic, High-Performance Paint Launches New High-End**  
**Mythic Black Label™**

**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, is bringing back black with the launch of its new ground breaking line called Mythic Black Label™. Offered in its 1,232-color palette and able to match competitors' colors, Mythic Black Label™ is a completely new, ultra-premium product that delivers paint and primer without compromise. The new product, which is available in matte, satin and semi-gloss contains New Color Capture Technology™ (CCT) that offers brighter and darker non-toxic hues with exceptional fade resistance.

Thanks to advances in polymer technology, Mythic Black Label™ is a self-priming paint that is equipped with CCT, a unique process from Mythic that goes even further to deliver color uniformity and keep it locked in the paint. The paint has superior moisture resistance and cohesion, which combined with mildew resistance, makes it the perfect choice for kitchens and bathrooms that need to combat greater moisture than other rooms. The availability of Mythic Black Label™ in semi-gloss, satin and matte expands the sheens offered by Mythic Paint™ to provide customers with more variety in choosing their desired finish.

“Mythic Black Label™ is the ultra-premium line that incorporates the latest durability and color enhancing technology for an incredibly superior finish with fewer steps” said Rocky Prior, President of Mythic Paint™. “With a built-in primer and our proprietary CCT, this product is ideal for luxury interior designers and homes that simply require the best quality paint available.”

The new Mythic Black Label™ is available in both quarts and gallons and as with all Mythic Paint™ products, is a completely non-toxic paint that maintains zero VOC content even when tinted to any color when utilizing Mythic's colorants. Additionally, all Mythic Paint™ lines carry a performance guarantee.

### **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 in select countries internationally. To find a retailer or for additional information, please visit the Mythic Web site at [www.mythicpaint.com](http://www.mythicpaint.com) or call the customer service hotline at 1-888-714-9422.

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### **Key Web Addresses:**

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