

FOR IMMEDIATE RELEASE

MYTHIC PAINT TO BE EXHIBITED AT BUBBLE NEW YORK

-Non-Toxic Paint is the Perfect Fit for the Kids World-

HATTIESBURG, Miss., (July 22, 2008) - Mythic Paint, the World's first high-performance, non-toxic paint will exhibit at Bubble New York this August. Bubble – The Kids Trade Show, is a twice-yearly event that runs in New York and London and features over 200 carefully selected vendors, either upcoming or established brands, involved in the children's market. The inclusion of Mythic Paint as the only high performance paint that is totally safe for people, pets and the planet, is an indication of the '360 degree' exhibitors reach of the trade show.

"Mythic Paint is the first non toxic, high-performance paint that is safe for all members of the family," said Rocky Prior, president of Mythic. "For the first time expectant moms can choose a quality paint in any color without the noxious odors that could harm their family".

Unlike other high-performance paints, Mythic Paint contains no toxins or VOCs that can off-gas into the homes environment for up to six years after application. In this way it provides an unlimited choice of colors, durability that outperforms all other paints and is completely safe.

Proven Performance

In 2007, an industry leading independent consulting and testing laboratory, performed side-by-side comparative tests between Mythic Paint and all other leading paint brands – both its eco-friendly and premium lines. Tests focused on subjective performance including thickness, sheen, sag resistance, flow and leveling and gloss. Mythic Paint proved to be equal if not better than all

Bud Moses – New VP Sales and Marketing

competitors. Resistance and durability was analyzed through the industry's gold standard in paint performance testing – the 'scrub test'. Mythic Paint substantially outperformed by 1.5 to 8 times the durability of its competitors.

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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