



FOR IMMEDIATE RELEASE

**MYTHIC™ PAINT, THE WORLDS' FIRST SAFE,
HIGH PERFORMANCE PAINT IS LAUNCHED**

*-The First Zero-VOC, Zero-Toxins, High-Performance Paint
is Released in the United States -*

HATTIESBURG, Ms., (November 2007) - Mythic™ Paint, the World's first high-performance, zero-volatile organic compounds (VOC), zero-toxins and non-carcinogenic paint was today launched onto the United States market. The latex paint, which is the first of its kind, and the only paint product to guarantee high performance with no toxins, was launched by its holding company Southern Diversified Products, LLC (SDP).

Mythic Paint is the result of over six years of intensive polymer research conducted by the University of Southern Mississippi. This completely revolutionary paint production process improves the latex paint at its core, as opposed to removing toxins from the paint at a later stage – a method practiced by other 'green paint' manufacturers that adversely affects their paints' performance.

"We are not only very proud of this paint product, we are also extremely relieved to be able to offer a safe alternative to traditional paint," said Rocky Prior, president and chief science officer for Mythic Paint. "With Mythic Paints we can now enjoy high performance interiors and a safe atmosphere for ourselves, our families and our environment".

The guaranteed high-performance paint is available in a 1,232-color palette and can also be matched to any competitors color through a proprietary toxin-free coloring system and using MatchRite® Color Matching software.

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Dangers of Traditional Paints

The toxicity and danger poised by traditional paints is little known among the general population. Warning labels on paint cans are infrequently read, and many do not understand the threat of VOCs and other toxic compounds found in paint. Volatile Organic Compounds (VOCs) are chemical compounds that have high vapor pressures under normal conditions. The Environmental Protection Agency (EPA) has identified VOCs as adversely affecting air quality including the depletion of the ozone layer, global warming and the rise of respiratory-related illnesses. The Paint Quality Institute has estimated that 10% of the ozone depleting substances in the urban United States is a direct result of VOC emissions from surface coatings, the majority of which are standard household paints.

The EPA has also identified poor indoor air quality as one of the top five leading health risks in the United States and a primary contributor to a variety of health effects including eye, nose and throat irritations; liver, kidney and central nervous system damage; and even cancer.

Traditional Paint VOC Emission

The EPA has warned that during a typical paint application process, levels of VOCs may reach one thousand times that of outside air. Additionally these toxins continue to be emitted over extended periods of time. Studies by *Sparks et. Al* estimate that less than 50% of the VOCs in latex paint are emitted within the first year of application, with the remaining 50% being slowly emitted into the home's atmosphere over the following five to six years.

Other Labeled Zero-VOC/Low-VOC Paint Products

Mythic Paint is the first and only high-performance, zero-VOC paint available. Other products can be labeled as zero-VOC or low-VOC products even though they may contain VOCs that are classified as 'exempt products' by government regulations. These 'exempt products' do not cause smog although

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they are detrimental to health and the environment. Use of these compounds in paints warrants a warning label by the government. Mythic Paint is not required by the government to carry a warning label.

Proven Legendary Performance

In 2007 an industry leading independent consulting and testing laboratory service, performed side-by-side comparative tests between Mythic Paint and all other leading paint brands – both their 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 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 their competitors.

Mythic Paint is available in independent hardware stores nationally, can be ordered online at www.mythicpaint.com or by calling our customer service at 1-888-714-9422.

About Mythic™ Paint

Mythic™ Paint is the only high performance, zero-VOC, non-toxic, non-carcinogenic paint available. Mythic™ Paint, a subsidiary of Southern Diversified Products (SDP) was developed in cooperation with the University of Southern Mississippi in 2002. SDP has spent more than six years in developing the only premium performance, green seal certified paint on the market today, resulting in Mythic Paint not being required to place a government-warning label on their cans. More information about Mythic Paint can be found at www.mythicpaint.com

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