

**FOR IMMEDIATE RELEASE**

**MYTHIC PAINT MAKES SUPER-COMPLIANT COATINGS  
MANUFACTURERS LIST**

**-South Coast Air Quality Management District Includes Mythic Paints on their  
Super-Compliant Coatings Manufacturers List-**

HATTIESBURG, Miss., (July 22, 2008) - Mythic Paint, the World's first high-performance, non-toxic paint has been listed on the Super Compliant Coatings Manufacturers list by the South Coast Air Quality Management District (AQMD). The AQMD is the air pollution agency for all of Orange County and the urban portions of Los Angeles, Riverside and San Bernardino counties.

"Mythic Paint is a revolutionary non-toxic product that offers premium performance without VOCs," said Rocky Prior, president of Mythic. "By using Mythic, consumers are not only protecting their families and pets, they are also protecting the general air quality of their surroundings. Being recognized by the AQMD is just one more confirmation that we are doing our part to reduce ground level ozone and thus improve our world."

AQMD is responsible for controlling emissions from stationary sources of air pollution. These sources make up about 23% of the California areas ozone-forming pollution with 12% coming from paints and solvents. The Super-Compliant Coatings Manufacturers List is a list of Manufactures that produce coatings that exceed all current and future AQMD Rule 1113 VOC limits and specify a VOC content of less than 10g/L VOC. The AQMD in no way endorses any of these companies nor does it certify their ability to meet the requirements of Rule 1113-Architectural Coatings.

## **Bud Moses – New VP Sales and Marketing**

### **Proven Legendary 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 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](http://www.mythicpaint.com) or call the customer service hotline at 1-888-714-9422.

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