



MYTHIC PAINT RELEASES NEW PRODUCT ON TAP. TINTABLE ACCENT PRIMER THAT IS!

HATTIESBURG, Miss., (June 10, 2010) - [Mythic® Paint](#) (Mythic), the high performance paint with zero volatile organic compounds (VOCs) and zero toxins is announcing a new addition to its line of easy to use quality products - Mythic tintable accent primer.

The tintable accent primer is specifically designed to ease the process of, and cut down on, the time needed when painting with deep and accent colors by providing a gray foundation that allows for fewer topcoats. As all



professional painters can attest, paints that are tinted to bright, rich, deep colors typically require more than two topcoats to obtain complete hide and color uniformity. This means the total job costs are increased because of the additional labor and materials that are needed. In this situation, the new tintable accent primer is more effective than a white primer.

“Mythic is focused on supplying consumers with products that make their painting experience more enjoyable and help them to achieve professional results,” said Rocky Prior, President of Mythic Paint. “Our aim is to educate consumers on the nuances of

painting and one example is the tintable accent primer which provides a more even finish.”

As with all Mythic products, the Mythic tintable accent primer uses zero VOC's. Ideal for interior and exterior surfaces using colors such as reds, oranges, blues, greens and browns. The new tintable accent primer is available through Mythic's dealers or online.

For more information on the tintable accent primer, please visit Mythic's [website](#).

About Mythic Paint

Mythic Paint, manufactured by 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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