



**FOR IMMEDIATE RELEASE**

**MYTHIC PAINT INTRODUCES FOUR OUNCE  
SAMPLE SIZE PAINT-POTS**

*- Just One More Way to Keep Customers Happy-*

**HATTIESBURG, Ms (August 24th, 2009)** - Mythic® Paint, the high-performance, non-toxic paint from Southern Diversified Products, has announced the upcoming availability of their new 4oz sample paint-pots to participating dealers. In addition to the color books, fan decks and the 7 ½ by 11 color swatches, the new sample size paint-pots are one more way to meet customer demand for trial before purchase.

To ensure customer satisfaction and consumer demand, Mythic Paint is delighted to be able to offer this additional service to dealers of their zero-voc, non-toxic, high performance paint. The tinting machine, required to tint the small 4oz samples, is available in a lease program through Mythic Paint, and provides the most accurate level of tinting in the industry. The sample sizes, that will have an MSRP of \$6.99, will be available to tint to any of Mythic's 1,200 existing designer colors by the end of August.

"Mythic Paint's whole philosophy is focused on the end consumer," said Rocky Prior, president of Mythic. "We listen to our consumers wants and needs, and create the products that ensure the pull-through that our dealers demand. Watch this space - there is a lot more to come from Mythic."

The new Mythic Paint sample sizes are available for the eggshell finish and can be ordered by dealers by contacting 1-888-714-9422.

## **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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**Key Web Addresses:** Mythic Paint: [www.mythicpaint.com](http://www.mythicpaint.com)

**Media Contact:** PR@mythicpaint.com