

**FOR IMMEDIATE RELEASE**

**BUILDING CONTRACTOR SO IMPRESSED BY MYTHIC PAINT  
THAT HE OPENS SEVEN STORES TO SELL PRODUCT**

**HATTIESBURG, Ms., (February 2008)** - Mythic™ Paint will be the only paint sold in Bob Torre's seven new paint stores located in some of the most affluent towns in the United States. Bob, who has owned a building contracting company for the past 25 years, was so impressed with Mythic Paint, the World's first zero-volatile organic compounds (VOC), zero-toxins and non-carcinogenic high performance paint, that he decided to go into the retail business and sell the product himself.

Bob's company was contracted to renovate the New York home of Mythic Paint's co-founder, Keir Kleinknecht. When Keir introduced him to his revolutionary new product both Bob and his painters became instant converts.

"We have eight full time painters on staff," said Bob Torre, owner of R C Torre Construction. "They will now only use Mythic Paint not only because the quality is better than competitors, but because by using this product they do not expose themselves to the toxins and carcinogens found in traditional paints."

The VOCs and toxins in traditional paint have been linked to a variety of diseases prevalent in painters. Noni Holmes, the health officer for The Operative Painters and Decorators Union coined the phrase 'Painter's Syndrome' to describe the effects solvents or VOCs, used in traditional oil-based synthetic paints can have on the human nervous system. These solvents have been linked to causing a variety of health effects including lung and bladder cancer, eye, nose and throat irritation; dizziness; liver, kidney and central nervous system damage.

## MYTHIC™ PAINT STORES

Mythic Paint is the only high-performance paint that guarantees zero-VOCs, zero-toxins and is non-carcinogenic. This revolutionary 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.

Three Mythic Paint stores are already operating in Bedford Hills, NY; Ridgefield, CT and Yonkers, NY, and four more are set to open by the end of the year in Stamford, CT; Westport, CT; Mahopac, NY and Chappaqua, NY. These locations are not only the most affluent in the country but also serve customers from Manhattan and greater Connecticut.

“We opened our first store in November of last year, and sales have been very high,” continued Bob. “Our customers include individuals who are concerned about the threat of toxins from traditional paint, as well as contractors who are looking for a high quality product for their clients. People are coming in from all over because they are hearing the good news about Mythic Paint!”

All the stores interiors are in keeping with the look and feel of the Mythic Paint brand – with rustic wooden floors, antique tin ceilings, vintage style overhead lighting and old wooden doors used as shelves, the feel is that of an old time neighborhood hardware store.

“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.

## **MYTHIC™ PAINT STORES**

Mythic Paint is available in independent hardware stores nationally, can be ordered online at [www.mythicpaint.com](http://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](http://www.mythicpaint.com)

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### **Key Web Addresses:**

Hauser Group: [www.hauger.com](http://www.hauger.com)

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