



MYTHIC PAINT FEATURED ON AUTODESK HOMESTYLER

Zero VOC Paint Important Even in the Virtual World of Home Design

Hattiesburg, Miss. (Feb.1, 2011) – When designing a room in the “real” world, we have a choice in what kind of paint to use. Now, we also have that choice in the “virtual” world of design. Mythic Paint, the only non-toxic, high performance, extremely low-odor paint, is now the featured “green” paint on Autodesk Homestyler.

Homestyler is a free*, easy-to-use online service that allows homeowners and designers to experiment and visualize home layout and décor ideas in photo-real 3D, before picking up a paintbrush. One of the biggest challenges in home remodeling and decorating is envisioning the finished project. With Autodesk Homestyler, homeowners can easily explore and experiment with Mythic’s full 1,232-color palette, allowing them to coordinate with their flooring selection, furniture and the overall mood they want to create. This helps increase confidence in color decisions and ultimately improves satisfaction with the end result. And with Mythic, there is no worry of toxic gases emitting from the product when the project is ready to go from the virtual world of Homestyler to the real world of your home.

“We are very excited about our partnership with Autodesk Homestyler,” said Rocky Prior, President of Mythic Paint. “It is extremely user-friendly, and with our wide selection of colors, designers and homeowners alike will easily find the perfect color for their project, knowing that it is also healthy and safe for the entire family.”

“Autodesk is committed to providing the best 3D design software to address the world’s environmental challenges, and offering a healthy new ‘green’ paint choice for Homestyler design projects helps contribute to a more sustainably designed world,” said Samir Hanna, Vice President, Consumer Products at Autodesk. “Mythic Paint’s wide choice in colors makes it a great fit to serve as Homestyler’s ‘green’ paint supplier.”

The guaranteed nontoxic high-performance paint is available in a 1,232-color palette and in all sheens for interior and exterior use. It is the only zero-VOC, nontoxic, high-performance paint that comes in any color.

About Mythic Paint

Mythic Paint, manufactured by Southern Diversified Products (SDP) was developed in cooperation with the University of Southern Mississippi. The non-toxic, high-performance paint is available in virtually any color and sheen 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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Key Web Addresses:

Mythic Paint: www.mythicpaint.com

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