



**FOR IMMEDIATE RELEASE**

## **MYTHIC® PAINT IS TOP CHOICE FOR LEED FOUNDER'S HOME**

*-- David Gottfried's home poised to be first  
Bay area renovation to receive LEED Homes "Platinum" certification --*

**HATTIESBURG, Miss., (Oct. 3, 2008)** - David Gottfried, founder of U.S. Green Building Council and World Green Building Council, has selected Mythic® Paint (Mythic), the World's first high-performance paint with zero volatile organic compounds (VOCs) and zero toxins for the interior and exterior of his "green" remodeled family home.

Gottfried chose Mythic over other low toxin paints because of its unlimited color choices, quality and durability. Also, since Mythic contains no VOCs, he knew it was a healthier choice than the low VOC paints. Gottfried's decision to use Mythic was also reinforced by his painting subcontractor. "The painter recommended Mythic," said Gottfried. "They had the utmost confidence in Mythic's durability, and it was obvious that the paint had a strong position within the building industry."

When he and his wife, Sara Gottfried, M.D., made the decision to relocate their family to the walkable neighborhood of Rockridge, Calif., they decided to "LEED" the way and set a "green" example in the community. The couple purchased a 1915 Craftsman style bungalow and began planning a renovation for the most energy efficient home. He and his wife, both chemically sensitive, just moved into the newly renovated home with their two young children. They wanted to ensure there would be no fumes.

"I have huge respect for the Gottfrieds and what they are aiming to achieve in their new home," said Rocky Prior, president of Mythic Paint. "They

## **MYTHIC® PAINT, TOP CHOICE FOR LEED FOUNDER'S HOME**

are setting an example of how Mythic plays a part in everyone living healthier lives without sacrificing performance, color choices or a healthy home and environment.”

With the renovation currently in its final stages, the home is slated to be rated LEED “Platinum,” the first renovated home at that level in the Bay Area and potentially in California. To qualify for “Platinum” certification, homes are required to meet a minimum of 90\* of the 136 points in the LEED for Homes rating system. Homes are measured based on eight resource categories:

- Location and connection to community
- Use of entire property to minimize impact on sites; sustainability
- Water efficiency and conservation
- Indoor environmental air quality
- Use, durability and recycling of materials and resources
- Energy efficiency
- Homeowner’s education for green features
- Innovation and design process

\* Note: the minimum point threshold can be lowered or raised by 10 points based on the size of the house. The Gottfried home’s small size contributed to lowering the Platinum point threshold to 80 points. Gottfried’s preliminary scoring shows the home achieving around 100 points; 20 over Platinum!

Mythic Paint is a guaranteed high-performance paint, available in a 1,232-color palette and can also be matched to any competitors color through a VOC-free coloring system. Mythic Paint is available in independent hardware stores nationally, and 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 first high performance, zero-VOC, non-toxic paint available. Mythic® Paint, a subsidiary of Southern Diversified Products (SDP) was

## **MYTHIC® PAINT, TOP CHOICE FOR LEED FOUNDER'S HOME**

developed in cooperation with the University of Southern Mississippi. SDP has spent more than seven years and millions of dollars developing this unique, non-toxic high performance paint. SDP has generated and maintains a portfolio of 26 patents. More information about Mythic Paint can be found at [www.mythicpaint.com](http://www.mythicpaint.com).

###

### **Media Contact:**

Angela D'Amario  
[adamario@hausergroup.com](mailto:adamario@hausergroup.com)  
(404) 222-0600