



FOR IMMEDIATE RELEASE

TOP DESIGNER MAKES MYTHIC PAINT AN IMPORTANT PART OF HER NEW SHOWROOM

-- Cynthia Rowley designs her new showroom with Mythic Paint --

HATTIESBURG, Miss., (November 12, 2008) - Cynthia Rowley, the award winning designer of women's wear, cosmetics and fragrances, has selected Mythic® Paint (Mythic), a high performance paint with zero volatile organic compounds (VOCs) and zero toxins for the interior of her latest showroom, located in Charleston, SC.

The store on lower King Street in Charleston is the designers fifth in the States, but first in the South. The celebrity designer chose a mix of grays and whites from Mythic's palette of over 1,200 colors for accent decorations in her showroom.

Cynthia Rowley was initially introduced to the revolutionary paint product while filming Summer Showdown for HGTV, and was so impressed by it's high quality and low odor that she ordered a selection of colors for her own home. The choice to use Mythic in her new showroom was based on the wide color selection and durability of the paint, that enables it to be cleaned again and again with no loss of color.

"It is important to me to use products that are safe for our environment and our own health," said Cynthia. "But ultimately I want my showroom to look gorgeous and stay that way for a long time. That's why I was chose Mythic."

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 or by calling our customer service at 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 or call the customer service hotline at 1-888-714-9422.

#

Media Contact: s.lueder@hausergroup.com

Tel: 404-421-0172