

MYTHIC PAINT PARTNERS WITH VERDEGOH! GENERAL STORE IN SUPPORT OF FLOOD EFFORTS IN TENNESSEE

-- Citizens of Nashville Receive a Fresh Start with a Fresh Coat of Paint--

HATTIESBURG, Miss., (June 7, 2010) - [Mythic® Paint](#) (Mythic), the high performance paint with zero volatile organic compounds (VOCs) and zero toxins and VerdeGoh! General Store in Franklin TN are partnering in efforts to support the flood victims of Nashville by offering a free gallon of drywall primer to people who buy a gallon of top coat. The primer, which like all Mythic products is non-toxic and zero voc is important for those rebuilding their homes after the damage that has been caused by the torrential rains of last month.

Josh Womack, the owner of VerdeGoh! was concerned about his neighbors and customers who were impacted by the flooding and was determined to help. Since the flood, he's been personally involved in helping flood victims in his immediate area and devised a plan to offer a free gallon of Mythic Paint Interior Drywall Primer at no charge to those customers purchasing one or more gallons of Mythic Paint Interior Top Coat.

"The partnership between Mythic Paint and VerdeGoh! is one that will bring relief to those who have had a rough time," said Josh. "When a home is destroyed by water damage, health issues begin to arise such as toxic mold in the walls. By offering low voc, zero toxic paint, we're giving those affected one less thing to worry about when considering the safety and health their families."

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“Living in a state that suffered horribly from Hurricane Katrina allows us to empathize with those whose lives have been negatively affected by a natural cause,” said Rocky Prior, President of Mythic Paint. “When rebuilding, primer is always essential before you paint with color. Our small contribution to the people of Nashville, eases the cost of one step in the process of rebuilding.”

The paint offer is currently available and has been extended until next month (July). For more information, contact VerdeGoh! General Store at (615) 467-2700. The store is open Monday through Saturday from 11:00 a.m. - 7:00 p.m.

About Mythic Paint

Mythic Paint, manufactured by 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.

About VerdeGoh! General Store

The VerdeGoh! General Store is the Mid-South's first comprehensive "green lifestyle" and sustainability focused retail center. Their website can be found at www.verdegoh.com. The retailer is located at 1001 Westhaven Blvd. Suite #150, Franklin, TN 37064.

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