



NEWS

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ICI Paints and The Home Depot Revolutionize Paint in the Green Age
*- Introducing GREENGUARD certified The Freshaire Choice™ Paint,
the first tinted no-VOC paint product -*

ATLANTA – ICI Paints and The Home Depot will launch the first, truly comprehensive and environmentally friendly paint nationwide in April 2008. The Freshaire Choice™ Paint offers exceptional quality, no volatile organic compounds (VOCs) and is backed by a lifetime guarantee and GREENGUARD certification. Featuring a custom color palette of 66 beautiful colors available through an innovative tinting system, The Freshaire Choice Paint combines everything environmental to truly improve your world, your home and your family – inside and out.

According to the U.S. Environmental Protection Agency (EPA), the air inside a home is, on average, two-to-five-times more polluted than the air outside. As the emphasis of environmental concern shifts from outside to inside, paint is a large contributing factor to poor indoor air quality and can emit harmful chemicals, such as VOCs, for years after application and pollute the air breathed indoors.

While many paint manufacturers have recently introduced products that claim to contain "low" or even "zero" VOCs, the GREENGUARD Environmental Institute (GEI), one of the most stringent independent test laboratories in the United States, recognizes The Freshaire Choice Paint as a residential, tinted paint

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product to be GREENGUARD Indoor Air Quality Certified® and the first paint to be awarded the highest level of certification for Children & SchoolsSM.

Furthermore, while the GEI supports The Freshaire Choice's environmental claim to maintain without reducing air quality levels indoors, The Freshaire Choice's no-VOC formulation¹ doesn't compromise in product quality, either. In addition to its official third-party verification, The Freshaire Choice Paint is designed and proven to be long lasting and equally durable with regard to washing and resisting stains. Best of all, it's backed by a lifetime warranty that will maintain its earth-friendly reputation for years after application.

The Freshaire Choice Paint custom color palette consists of 66 brilliantly selected shades across the color spectrum, all inspired by nature. The rich, premium colors are arranged into four groupings – Waterscapes, Atmosphere, Botanical and Earth. The palette is not only deep in the natural beauty, but also goes on smooth, covers flawlessly and dries in minutes.

New Tinting System Provides Beautiful Colors without Chemical Odor or VOCs

Although many consumers are aware of warnings regarding VOCs, what some may not understand is how to accurately interpret the levels. The truth is, some paints are free of these harmful chemicals, but the average paint colorant adds up to 150 grams of VOC back into the paint once the color is mixed. With the new colorant pouch technology of The Freshaire Choice Paint, homeowners receive the perfect color and quality, with no VOCs.

The secret behind The Freshaire Choice Paint's eco-friendly status is a new advanced colorant technology. The Freshaire Choice Paint features an exclusive, pre-measured ColorFresh™ delivery system to ensure the paint is perfect in color and consistency every time. This innovative technology mixes a new no-VOC paint with a new no-VOC tinting system. Best of all, the paint does not expel any chemical odor. By eliminating the commonly associated "fresh paint" smell, homeowners can now conquer indoor painting projects all year round without sacrificing quality of the air inside their home or the safety of their family.

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¹ Freshaire's no-VOC content is measured by the EPA's Reference Test Method 24.

Environmentally Friendly Painting Program – Inside and Out and Top to Bottom

From color to clean up, The Freshaire Choice Paint allows consumers to do their part for the environment. With packaging made from 100-percent recycled materials, this paint takes “green” to the next level and provides a comprehensive home, family and earth-friendly product from start to finish. The packaging, color chips and paint container were developed to make the entire package the most environmentally friendly product possible. The labeling on the paint can is made from 75-percent recycled fiber content and printed in soy ink. The chips and brochures are not only made with recycled materials, but can be recycled after use. Even the paint container itself is made from 100-percent recycled material and can be recycled, making The Freshaire Choice Paint the best choice for not just your home and your family, but for our world, as well.

Smell the Difference

The Freshaire Choice Paint will be exclusively available at The Home Depot nationwide beginning April 1, 2008. The one-gallon containers will be sold at a manufacturer’s suggested retail price of \$35 – 38 per gallon. The Freshaire Choice Paint product assortment consists of flat, eggshell and semi-gloss finishes, as well as drywall interior primer and ceiling paint. For more information or to **request a free sample**, visit www.thefreshairechoice.com or call 1-866-880-0304. For more information on GREENGUARD, visit www.greenguard.org.

ICI Paints is part of the ICI Group (NYSE: ICI), one of the world's largest producers of specialty products and paints. ICI Paints worldwide has 49 manufacturing sites in 25 countries and more than 15,000 employees. Headquartered in Strongsville, Ohio, ICI Paints' North American operations were formed when the ICI Group acquired The Glidden Company in 1986. Today, ICI Paints produces widely respected and tradition rich decorative coatings brands such as Glidden™, Dulux®, Ralph Lauren®, Devoe®, Fuller O'Brien®, C-I-L™, Color Your World™ and Liquid Nails® caulks and adhesives. Products are sold through ICI Paints company stores, national retail outlets and independent paint dealers in the United States, Canada and Puerto Rico and are also exported internationally. ICI Paints is an official corporate partner of Major League Soccer, and the Glidden brand is the official paint of Major League Soccer.

The Home Depot® is the world's largest home improvement specialty retailer, with 2,246 retail stores in all 50 states, the District of Columbia, Puerto Rico, U.S. Virgin Islands, Guam, 10 Canadian provinces, Mexico and China. In fiscal 2007, The Home Depot had sales of \$77.3 billion and earnings from continuing operations of \$4.2 billion. The Company employs approximately 350,000 associates. The Home Depot's stock is traded on the New York Stock Exchange (NYSE: HD) and is included in the Dow Jones industrial average and Standard & Poor's 500 index.

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