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**MYTHIC PAINT SIGNS HGTV STAR DAVID BROMSTAD
AS NEW DESIGNER SPOKESMAN**

*-The First Zero-VOC, Zero-Toxins, High-Performance Paint
is the Perfect Partner for the 'Color Splash' Guru -*

HATTIESBURG, Ms., (September XX, 2008) - Mythic[®] Paint, the World's first zero-volatile organic compounds (VOC), zero-toxins and non-carcinogenic high performance paint has today announced the signing of David Bromstad, star of HGTV's *Color Splash*, as their new national spokesman. David, who first leapt to stardom when he won *HGTV Design Star*, will be included in the marketing activities for the latex paint, which is the first of its kind, and the only paint product to guarantee high performance with no toxins.

"David is a perfect fit to speak directly about the superior colors and premium performance of Mythic Paint," said Rocky Prior, president of Mythic Paint. "He is appealing to our wide market and is simply great fun to have around. His mantra of 'color is the root of great design' could have come straight from the halls of Mythic Paint's headquarters!"

The fourth season of David's hit show *Color Splash* premiered on HGTV in summer 2008, and this fall he is busy shooting a new season for 2009. Currently, episodes of his show air on Saturdays at 9 p.m. ET/PT. His partnership with Mythic Paint was based not only on his experience and love of great hues, but also because the paint is the only high performance, zero-voc paint that is available in unlimited color options. "I don't want to sacrifice my health or the health of the planet because of my passion for painting," said David. "However, as a designer I want the most durable and premium paints in the most

MYTHIC® PAINT, DAVID BROMSTAD PARTNERSHIP

luscious colors available. Thank you Mythic! Now I don't have to sacrifice anything.”

Mythic Paint, created by the polymer scientists of the University of Southern Mississippi is a revolutionary way to make paint. Instead of taking out the voc containing solvents as many other paint companies do, Mythic Paint is created without ever using them in the first place. The result is a highly durable paint that outperforms all others in industry standard scrub tests, and yet contains no vocs or toxins. It is available in eight finishes for interior and exterior uses, and comes in an unlimited color choice and a designer palette of over 1,200.

“David will be the relaxed, upbeat but incredibly knowledgeable spokesperson that we need to tell people about this revolutionary product,” said Rocky. “His styles and infectious personality is the perfect conduit for telling people that now they don't have to sacrifice anything for a beautiful place to live.”

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 can also be matched to any competitors color through a proprietary zero-VOC coloring system. It is available 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.

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