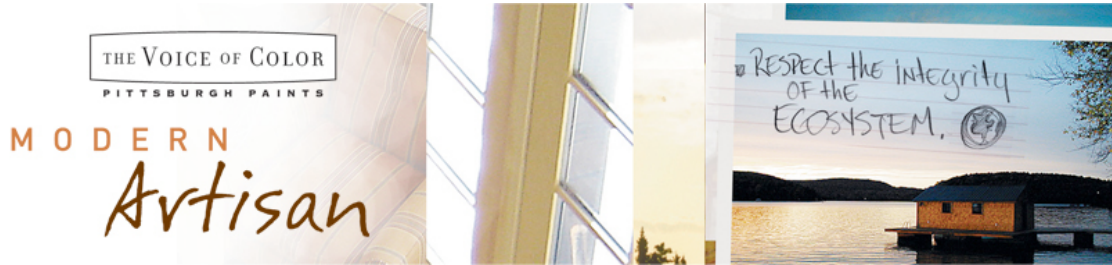


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Bringing Outside Inside: The Growing Design Trend
Current trends in design and color incorporate naturalistic elements

PITTSBURGH, February 1, 2006 – When Frank Lloyd Wright designed Fallingwater, one of the architect’s most-acclaimed works, in 1935, he was well ahead of time. Known as "the best all-time work of American architecture," Fallingwater reflects a philosophy that remains challenged in the modern day – to live in harmony with nature. As society becomes faster paced and more technologically advanced, maintaining a balance with nature in the home environment becomes even more challenging.

By utilizing a natural collection of colors and space, and lifting features from the environment, a harmonious atmosphere can provide a greater sense of integrity and meaning. A new trend towards “the reverence of integrity” has been established by Pittsburgh Paints’ Artistic Director, Josette Buisson, as one of the main decorating trends for this year. The trend represents a movement toward conscious living and a new found appreciation and respect for all living things. Titled “Modern Artisan” the trend is concerned with the sustainability and utilization of materials that respect the integrity of the ecosystem.

“This trend speaks to respecting and reflecting upon our environment. As our society continues to industrialize and expand in new ways, we can’t lose site of the natural space that surrounds us. There are so many ways to create a harmonious home even in the middle of a large city,” said Buisson.

Pittsburgh Paints-2

The Modern Artist trend is easy to create by re-using old products in new ways. Two Pittsburgh Paints' color palettes, Palomino and Hieroglyphic, comprise this trend and reflect green products and the feeling of making ethical choices. Inspired by true colors of the earth, Modern Artisan is expressed through deep blues, greens, warm browns and oranges. Pittsburgh Paints' 2-ounce paint samples (\$4.00) are an easy and economical way to test the colors of this trend in a room.

In line with the philosophy of the "Modern Artisan" trend, Pittsburgh Paints' Pure Performance[®] line of paints meets the highest environmental standards. They are the first paint to receive the Green Seal Class A Certification and also contain zero volatile organic compounds (VOC). Pure Performance paints also have little odor, allowing you to paint and sleep in the same room that day.

For more decorating tips, information on the Modern Artisan trend and Pittsburgh Paints' dealer locations, please visit www.voiceofcolor.com.

2006 Color Trends

In "The Light Years" Pittsburgh Paints' (manufactured by PPG Industries) Emerging Color Trends for 2006, color expert Josette Buisson forecasts a movement in design towards decorating with meaning and purpose. The Light Years represent light and use the color white as a common denominator that connects the four unique trends. The new 2006 trends include Modern Artisan, Prana, Strategy, and Color Delight.

PPG Color Leadership

PPG employs more than 20 color stylists from around the world in different markets, collaborating to determine styles and trend colors for the home, electronics and automobiles. From consumer goods, to automotive color, from residential to commercial to industrial design, PPG offers color leadership in multiple markets. For example, two-thirds of all automobiles around the world are painted with PPG colors. PPG's unique position as a color leader in all markets allows them to observe and translate emerging global color trends.

Company Information

Pittsburgh Paints is a manufacturer of quality paints for more than 100 years, covering the consumer, commercial, and industrial markets. Consumer brands include Manor Hall, SunProof and Pure Performance. Pittsburgh Paints are manufactured by PPG Industries, one of the world's largest paint producers, serving the architectural, automotive, aerospace, industrial and packaging industries. In addition, PPG manufactures glass, fiber glass and chemicals. Sales in 2004 were US\$9.5 billion.