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**New Paint Color Trend Promotes Relaxation**  
*Shades of cream, green and purple provide a calming antidote*

**PITTSBURGH, February 1, 2006** –Yoga, aromatherapy and a cup of tea are all ways to calm down and unwind. Today’s accelerated lifestyle makes it hard to take time to slow down and relax. Technology— like cell phones and BlackBerries, keeps us constantly connected to others, which often means being perpetually “on-call.” In this demanding world, everyone should have a space – a private haven – of their own to find peace.

Whether it is a personal get-a-way retreat surrounded by nature or a comfortable relaxation space in your home, it should represent your personality and help you escape from the hectic world. With a rising trend in home spas and relaxation rooms, Pittsburgh Paints’ Artistic Director, Josette Buisson has embraced a more peaceful rhythm of life with a new color trend: Prana, a Sanskrit word meaning “before breath.” This trend— one of four in 2006— includes two harmony palettes: Pashmina and Horizon.

The harmony palettes each mimic the soothing effects of nature and embody a serene sense of spirit, designed to replenish the peace that is too often damaged by our increasingly stressful world. From the Pashmina harmony palette, tender pink tones represent renewal and femininity. The Horizon palette is made up of gentle greens that represent restoration.

According to color expert Buisson, Prana represents the presence of intuition. “Prana is designed to provide a calming antidote to our accelerated, stress-filled lives. It is soft, precious, sensual... truly a tribute to a more peaceful life,” said Buisson. “Prana calls for simplicity, soundness and moderation.”

Decorating with Prana and Pittsburgh Paints is always easy and stress free. Unique 5-color paint and decorating chips help determine everything from wall color to accent pillows and lampshades. Pittsburgh Paints Pure Performance paints offer zero VOC, no odor, and have been preferred on such projects as Frank Lloyd Wright’s Fallingwater and the Rachel Carson Homestead. On its Web site, Pittsburgh Paints offers many color tools, like 2-ounce paint samples (\$4.00) that are an easy way to test the colors of this trend in a room. To learn more about Prana or to experience virtual painting with Pittsburgh Paints’ Visions at a Glance program, log on to [www.voiceofcolor.com](http://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 Prana, Color Delight, Modern Artisan, and Strategy.

### **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.

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