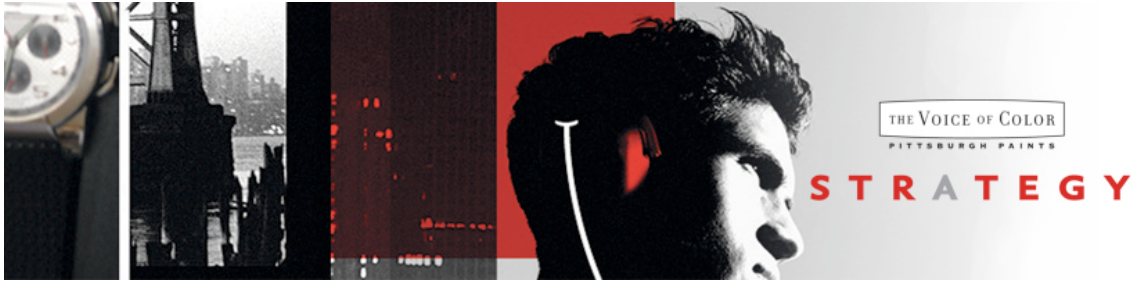


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Move Over, Ladies: A Color Trend Just for Men

2006 design trend features red, black and white influenced by technology and function

PITTSBURGH, February 1, 2006 – Men express themselves through their diverse collection of music on their iPod, trying out a new recipe on the grill or cheering for their favorite fantasy sports players. And— since according to a recent U.S. Department of Labor study— the average American man spends more than 15 hours per day at home, shouldn't the place he calls home convey his individuality and personality?

Whether it is a functional bachelor-pad loft in the city with exposed brick and industrial metal, or a comfortable home office retreat in a suburban house where new technology makes work a breeze, a man's space should represent who he is. Pittsburgh Paints' Artistic Director Josette Buisson has embraced man's movement towards function and technology, which is reflected in one of the four 2006 design trends. In this case, the new trend— Strategy— includes shades of black, white, gray and red.

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According to Buisson, Strategy is clean and powerful. “Strategy is inspired by the strict precision of industrial design. This trend expresses a lifestyle based on a realistic ideology, which puts the focus on function,” said Buisson. “Strategy calls for simplicity, soundness and moderation.”

Strategy is made up of a hybrid of two Pi **-more-** nts’ color palettes: Black Tie and Medal of Honor. Inspired by strategists of ancient philosophers, this trend represents well-balanced men who have a sense of style and taste in design.

Keeping in line with the technology, men can visit www.voiceofcolor.com to learn more about Strategy and to experience Pittsburgh Paints’ new interactive color tools. Within the Web site, the “Visions at a Glance” program allows users to change the paint color of their walls without ever picking up a paintbrush, while Pittsburgh Paints’ new 2-ounce paint samples (\$4.00) are a simple way to test the colors of Strategy on the wall before committing to several gallons.

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 Strategy, Color Delight, Modern Artisan, and Prana.

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

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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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