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FOR IMMEDIATE RELEASE

PHENOPATCH® PATCH-N-PAINT® Lightweight Spackling Now Offers a New Formula with a Reduced Environmental Impact

Product Offering Receives Third Party Validation from UL Environment and Certification from the GREENGUARD Environmental Institute

BALTIMORE, MD. (November 28, 2011) –DAP Products Inc. developed a new formula for its lightweight spackling that offers a reduced environmental impact while providing the same outstanding performance that users demand. The new PHENOPATCH® PATCH-N-PAINT® Lightweight Spackling formula has been validated by UL Environment, demonstrating that it lives up to its environmental claim of being free of crystalline silica. Additionally, the product has achieved GREENGUARD Children & Schools Certification for low chemical emissions. Finally, an independent third party testing lab, skilled in measuring Volatile Organic Compounds (VOC), American Research & Testing Inc., has found that the product contains zero VOC, based on tests conducted in accordance with California Air Resources Board Test Method 310.

In working with well known third party certification organizations like UL Environment and its subsidiary, the GREENGUARD Environmental Institute, Phenomenal Brands has been able to validate its environmental claims and combat greenwashing. Founded more than 117 years ago, UL is one of the most recognized and trusted product certification brands in the world, and the UL mark on a product instantly communicates scientific rigor and comprehensive third party testing. For consumers of PHENOPATCH® PATCH-N-PAINT® the UL Environmental Claims Validation badge demonstrates that the product claims are true. In fact, the Environmental Claim Validation from UL demonstrates that the PHENOPATCH® PATCH-N-PAINT® formula does not contain crystalline silica, making it possible to omit the California Proposition 65 warning—which alerts consumers to the presence of any substance that can cause cancer and/or birth defects—from the product packaging.

The GREENGUARD Children & Schools Certification assures consumers that PHENOPATCH® PATCH-N-PAINT® spackling meets some of the world's strictest chemical emissions limits,

helping reduce the risk of airborne chemical exposure. GREENGUARD Certification is highly recognized among contractors because it helps them comply with hundreds of green building codes and standards.

PHENOPATCH® PATCH-N-PAINT® is a one-step, lightweight spackling for repairing holes and cracks in walls, ceilings and woodwork. It dries quickly and doesn't require sanding so it can be painted in minutes, saving time and finishing the job faster. It doesn't shrink or crack, delivering superior durability and performance in one fill.

"We understand our customers' needs and expectations, and are proactive in delivering products based on consumer and industry expectations" said Mike Gorman, Vice President of Marketing for Phenomenal Brands. "The enhancements made to PHENOPATCH® PATCH-N-PAINT® provide both do-it-yourselfers and contractors with a trusted brand that offers excellent product performance while being in line with the market progression towards more sustainable product options."

PHENOPATCH® PATCH-N-PAINT® is available in half pint, quart and gallon sizes. To find a location where PHENOPATCH® PATCH-N-PAINT® is sold, please visit the "Where to Buy" section of the PHENOMENAL BRANDS website at www.phenopatch.com. For questions, call (410) 779-3265.

About PHENOMENAL BRANDS

PHENOMENAL BRANDS, a division of DAP Products Inc., markets reliable, long-lasting products for contractors and do-it-yourselfers. For more information about PHENOMENAL BRANDS products and applications, visit our website at www.phenopatch.com or call (410) 779-3265.

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