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CONSUMER DESIRES FOR COMFORT AND SECURITY DRIVES COLOR GUILD'S 2009 PAINT TRENDS

The Color Canvas 2009 Collection features five-up-and-coming trends and 35 colors available exclusively at Hirshfield's Decorating Centers and Color Guild member locations.

COLUMBUS, Ohio – January 26, 2009 – Color Guild, the global paint authority, has announced the emerging trends in paint colors expected to influence both interior and exterior paint selections throughout the year.

“One of the overriding paint trends in 2009 will be the return to elemental colors,” said Lynn Ludlow, Color Guild color consultant. “A focus on the state of the global economy, as well as the environment will bring consumers back to neutral colors, such as muted yellows, soft grays, café browns and khakis, in the home.”

Color Guild 2009 paint trends are derived by researching and observing color trends and social issues around the globe, including ecological issues, technology discoveries, political issues and even sporting events.

According to Robert Shapiro, Color Guild executive director, there are five main paint color trends that will be hitting homes in 2009. The trends have been labeled Ease, Earthwatch, Exploration, Evolution and Expression.

Ease: For too many consumers, life is fast-paced and complex. The Ease color collection focuses on the trend to simplify and slow down life. This color palette of soft grays, muted greens and soothing lilac allows consumers to bring peace and serenity back into their home.

Color Guild's Ease color palette includes: Leisure, Simplistic, Recoup, Natural, Purity, Chill and Response.

Earthwatch: Sustainability is now a global initiative for every citizen on the planet. From fresh water to clean air, the Earthwatch color collection re-introduces natural colors as a simple reminder of how to make planet Earth a better home. The Earthwatch color palette allows consumers to surround themselves with organic colors featuring earth tones blended with ocean blue.

Color Guild's Earthwatch color palette includes: Ozone, Element, Flora,

Continental, Tidal, Mineral Dust and Magical Moon.

Exploration: Our world continues to shrink, while our social conscience expands. More than ever, consumers are traveling beyond their home borders to learn and do more. These experiences are resulting in a blend of cultural influences that are filtering into the home. The Exploration palette is an assortment of colors that are hopeful and optimistic, including café browns, kakis and deep reds.

Color Guild's Exploration color palette includes: Discover, Journey, Navigate, Darwin, Sahara Fire, Columbus and Trek.

Evolution: The global focus on reducing waste by recycling and repurposing products is changing the behavior of consumers and businesses alike. The Evolution color palette reflects this lifecycle focus with muted yellows and taupes.

Color Guild's Evolution color palette includes: Metaphor, Progress, Advancement, Perfectionist, Maturation, Betterment and Influence.

Expression: While we all reach out to protect and serve our planet, we must also maintain our own individual identities. This trend reveals itself through a palette of vibrant colors the Color Guild has coined "Expression" that range from organic greens, and colorful peaches to dramatic purples.

Color Guild's Expression color palette includes: Personality Plus, Organism, Drama, Symbol, Henna, Thumbprint and Unique.

Consumers can get the inside scoop on color trends in the pocket-size Color Canvas Collection card, color disks and paints at Color Guild member locations. Visit www.colorguild.com for a list of members.

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About Hirshfield's

Hirshfield's is a Minnesota-based, fourth-generation family-owned company in the decorating products business since 1894. Hirshfield's operates 30 stores in Minnesota, Wisconsin and North Dakota with paints and industrial coatings, fine plasters, lacquers, wallcoverings and window fashions for the consumer and professional trades. A commercial wall finishes division services architects and designers across 9 states with offices in Minneapolis, Chicago and St. Louis. Hirshfield's is the largest manufacturer of trade sales paints and coatings in Minnesota with factory operations in Minneapolis.

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About Color Guild

Color Guild is comprised of more than 55 independent paint manufacturers from 14 different countries and is dedicated to the marketing, promotion and selling of paint products. The combined expertise and experience of the member companies makes Color Guild uniquely qualified to serve as a definitive resource on color and coatings.

<http://www.colorguild.com>