



PPG Partners with The Coatings Alliance to Produce C2 Paint Brand, Expand Distribution

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PITTSBURGH--(BUSINESS WIRE)--Mar. 20, 2014-- PPG Industries (NYSE:PPG) today announced that its North American architectural coatings business has taken a minority equity position in The Coatings Alliance, LLC (TCA), a cooperative of 42 paint dealers in the U.S. and Canada. TCA is based in Buffalo, N.Y. Financial terms were not disclosed.

PPG will become the exclusive paint manufacturer for TCA, producing the TCA-owned C2 Paint brand. Under the agreement, PPG will also act as an independent sales representative for C2 Paint to independent paint and decorating retailers throughout North America.

"TCA's C2 Paint is an exclusive, dealer-owned brand that will provide our existing network of independent retailers with another premium product option. PPG's position in TCA also continues to expand our distribution reach in North America and demonstrates our strategic interest and commitment to the independent dealer channel," said Scott Sinetar, PPG vice president, architectural coatings, North America. "With TCA, dealers will have more brand options to fit their specific needs and strategies."

"We are privileged to partner with PPG Industries. As the world's leading coatings and specialty materials company, PPG Industries' business stature, expertise and global reach will provide TCA with unsurpassed access to world-class manufacturing and an extensive network of sales representatives with established industry relationships," said Tom Hill, Chief Executive Officer of TCA. "PPG's partnership will also allow a greater investment in research and development, marketing, and distribution to ensure C2 Paint's premier market position, as well as to further its commitment to eco-friendly, more sustainable products."

PPG Architectural Coatings produces paints, stains and specialty coatings marketed under well-recognized brands like CIL[®], FLOOD[®], GLIDDEN[®], LIQUID NAILS[®], OLYMPIC[®], PPG PITTSBURGH PAINTS[®], PPG PORTER PAINTS[®], MANOR HALL[®], PPG Paints, SICO[®] and SIKKENS[®]. Its expansive manufacturing and distribution network includes more than 800 company-owned stores, more than 5,000 independent dealer locations and all major home improvement centers.

About C2 Paint

Celebrated for luxurious, handcrafted, full-spectrum color, C2 employs leading-edge technology and finely ground artist-grade pigments to create paint with exceptional vibrancy, coverage and hand. With the finest handcrafted pigments, its edited 496-color palette of luminous, saturated colors is designed to capture the essence of the natural world. C2 Paint's innovative color sample program includes color memos made with real paint that come in pocket-sized take home chips, poster-sized ultimate paint chips or in customizable pint-sized liquid samples. C2 Paint's low VOC formula is both earth and user-friendly and is a favorite of painters and designers. Recently the company debuted 'The Naturals Color Collection by Barry Dixon,' its first licensed paint offering. For further information, visit: www.c2paint.com.

PPG: BRINGING INNOVATION TO THE SURFACE.(TM)

PPG Industries' vision is to continue to be the world's leading coatings and specialty materials company. Through leadership in innovation, sustainability and color, PPG helps customers in industrial, transportation, consumer products, and construction markets and aftermarkets to enhance more surfaces in more ways than does any other company. Founded in 1883, PPG has global headquarters in Pittsburgh and operates in nearly 70 countries around the world. Net sales in 2013 were \$15.1 billion. PPG shares are traded on the New York Stock Exchange (symbol: PPG). For more information, visit www.ppg.com and follow [@PPGIndustries](https://twitter.com/PPGIndustries) on Twitter.

Forward-Looking Statements

Statements in this news release relating to matters that are not historical facts are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 reflecting the company's current view with respect to future events or objectives and financial or operational performance or results. The forward-looking statements contained herein include statements relating to the expected benefits of PPG Industries' partnership with The Coatings Alliance. Actual events may differ materially from current expectations and are subject to a number of risks and uncertainties, including the failure to achieve the expected benefits of partnership and the other risks and uncertainties discussed in PPG Industries' periodic reports on Form 10-K and Form 10-Q, and its current reports on Form 8-K filed with the Securities and Exchange Commission. Forward-looking statements speak only as of the date of their initial issuance, and PPG Industries does not undertake any obligation to update or revise publicly any forward-looking statement, whether as a result of new information, future events or otherwise.

Bringing innovation to the surface is a trademark of PPG Industries Ohio, Inc.

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SIKKENS is a registered trademark of AkzoNobel.

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