



PPG Introduces GLIDDEN DIAMOND Interior Paint

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New high-quality paint provides exceptional durability for a brilliant finish at an outstanding value

CRANBERRY TOWNSHIP, Pa.--(BUSINESS WIRE)--Jun. 28, 2016-- The GLIDDEN® brand today debuted its newest product offering, GLIDDEN DIAMOND™ interior paint + primer, which delivers exceptional durability and is backed by a lifetime satisfaction guarantee.

Glidden Diamond paint + primer is 100 percent acrylic and provides a smooth, beautiful finish with diamond-tough durability that withstands daily wear and tear. Featuring outstanding scrubbability, washability and stain resistance, *Glidden Diamond* paint + primer beautifies and protects difficult environments like kitchens, bathrooms, family rooms and kids' rooms, helping to keep homes looking great for years to come.

In addition to its durability, *Glidden Diamond* paint + primer provides excellent hide and coverage, making it easier to get great results. For do-it-yourselfers or experienced professionals, *Glidden Diamond* paint + primer's combination of performance and price makes it a standout value.

"With *Glidden Diamond* paint + primer, we're thrilled to offer THE HOME DEPOT® shoppers a new, high-quality product designed to stand up to the durability needs of an active home," said Mark Lancia, senior brand manager, *Glidden* paint. The *Glidden* brand is part of PPG, a global paint and coatings company. "Developed through PPG's global paint expertise and technology, *Glidden Diamond* interior paint + primer helps all consumers achieve brilliant and lasting results at an incredible value."

Glidden Diamond interior paint + primer also offers DIYers a low-odor and zero-VOC* (volatile organic compound) classification. Starting at less than \$25, *Glidden Diamond* interior paint + primer makes exceptional quality and performance attainable at an affordable price, Lancia said. And, according to independent test results, *Glidden Diamond* paint + primer's durability surpasses that of more expensive super-premium paints.

***Colorants added to this base paint may increase VOC level significantly depending on color choice.**

Glidden Diamond interior paint is available exclusively at *The Home Depot* stores.

Do-it-yourself painters can visit glidden.com to learn more about the new product and how to achieve the best results with it. Fans can also follow *Glidden* paint on Twitter at [@glidden_paint](https://twitter.com/glidden_paint) and like *Glidden* paint on Facebook at www.facebook.com/glidden/.

Glidden paint offers a rich tradition of innovation and color inspiration, having consistently embodied quality and performance for generations of customers. From the first latex, to today's broad assortment of versatile paints, *Glidden* paint helps consumers achieve a fantastic-looking room at an excellent value.

PPG's architectural coatings business in the U.S. and Canada is an industry leader in residential and commercial coatings, delivering the latest technologies and operational advancements through its strong portfolio of brands. It manufactures and sells interior and exterior paints, stains, caulks, repair products, adhesives and sealants for homeowners and professionals. Its distribution network includes more than 15,000 touchpoints through company-owned stores, independent dealer locations and all major home improvement centers across the U.S. and Canada. For more information, visit PPGAC.com.

PPG: WE PROTECT AND BEAUTIFY THE WORLD™

At PPG (NYSE:PPG), we work every day to develop and deliver the paints, coatings and materials that our customers have trusted for more than 130 years. Through dedication and creativity, we solve our customers' biggest challenges, collaborating closely to find the right path forward. With headquarters in Pittsburgh, we operate and innovate in more than 70 countries and reported net sales of \$15.3 billion in 2015. We serve customers in construction, consumer products, industrial and transportation markets and aftermarkets. To learn more, visit www.ppg.com.

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