



KIRKER AUTOMOTIVE FINISHES UNVEILS EXCITING ASSORTMENT OF WILD NEW COLOR CHOICES

BRIGHTER, MORE VIVID COLORS ADD VARIETY TO FACTORY-PACKAGED PAINT PALLET

June 6, 2006 / NEWBURGH, NY – Kirker Automotive Finishes today officially unveiled an assortment of bright new additions to its catalog of pre-mixed factory-packaged colors. In vivid shades of violet, green and orange, a total of eight new chips appear on Kirker's redesigned color chart, which itself features a bold new look that better reflects the brand's image and strategic direction.

The color chart is an important marketing tool for distributors and dealers, and is used by refinish shops when selecting topcoat color options. It is often the end-user's first introduction to the Kirker product line and plays an important roll in shaping brand perception.

"Together with our dealers, we're finding many new opportunities for Kirker's refinish materials. Providing bolder colors presented in a more dynamic package will only make our topcoat systems more appealing to a wider variety of end-users," explained Matt Panuska, Kirker's vice president of sales & marketing.

With the new colors, Kirker's factory-packaged paint pallet grows to 50 unique shades, 45 of which are available in the company's ULTRA-GLO line, a premium-quality single-stage acrylic urethane topcoat system.

"Each of these colors is more intense than the next. Every single one is a surefire, eye-popping attention-getter," said Brian Sklak, who leads Kirker's color development efforts. The new color selections include:

Sugar Plum Pearl Metallic – With a remarkable pearl and pigment combination, this stunning metallic color plays tricks on the eye, switching from its rich violet to a stunning blue when the sunlight catches it just right. Available in ULTRA-GLO.

Sour Apple Green Metallic – The name says it all. One glance at this extraordinary green metallic color will make lips pucker and mouths water. Available in ULTRA-GLO.

Forest Moss Green Metallic – This beautiful color is a few subtle shades darker than Sour Apple Green Metallic, but glitters just as much thanks to the same coarse aluminum flake. Available in ULTRA-GLO.

Omaha Orange – Commonly used for more industrial applications, Kirker expanded the availability of this bold solid orange color to all three single-stage paint systems; Now available in ULTRA-GLO, ACRYL-GLO and SYN-GLO.

Bright Orange Metallic – The super-coarse aluminum used in this color gives it phenomenal sparkle. If that wasn't enough to turn heads, its bright orange shade is sure to cause a stir. Available in ULTRA-GLO.

Mayan Gold Metallic – A bright gold made with exceptionally coarse aluminum, this color will be a popular topcoat, or used as an optional base for Kirker's SPECTRA Series urethane candy color system. Available in ULTRA-GLO.

Medium Charcoal Gray Metallic – Silver metallic continues to grow in popularity – both for new vehicles and as a choice for refinish work. This darker “gunmetal” color joins three lighter shades of silver metallic already found in the company's portfolio. Available in both ULTRA-GLO and ACRYL-GLO.

Additionally, Kirker's new color chart also will include Quicksilver Metallic, a brilliant base first introduced in November 2005 to be used specifically with the SPECTRA Series candy color system. The company added the chip to its new factory-pack color chart after so many end-users reported using this glittery silver as a stand-alone topcoat.

These exciting new factory-pack colors are now available anywhere products from Kirker Automotive Finishes are sold. Additional information about Kirker's refinish materials may be found on the Web, at www.KirkerAutomotive.com.

About Kirker Automotive Finishes:

A division of Coventry Coatings Corp., Kirker Automotive Finishes has manufactured paint for more than one hundred years. Its line covers a complete range of automotive and fleet refinish products, including factory-packaged enamel and urethane paints, primers, clears and other related items. Kirker also maintains a significant private-label program.

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