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SHOW YOUR COLORS: KIRKER'S VIRTUAL GALLERY LETS PAINTERS SHOWCASE THEIR WORK ONLINE

WEB SITE UPDATED WITH SLEEK NEW LOOK JUST IN TIME
FOR THE DEBUT OF THE "SHOW YOUR COLORS" USER GALLERY

MARCH 11, 2008 / NEWBURGH, NY – With a more refined design, Kirker Automotive Finishes relaunched its Web site this week to help introduce an exciting new feature, a user-controlled gallery showcasing some of the most outstanding examples of refinish work being completed with the company's materials by paint shops across the country.

Just one click away from Kirker's homepage, site visitors will find the "Show Your Colors" Virtual Car Show, which includes hundreds of photos featuring a wide-ranging mix of cars, trucks and bikes; from classic muscle machines and beautiful antiques to daily drivers and some rather out-of-the-ordinary vehicles. At the same time, Kirker is introducing a redesigned Web site with a sharper, sleeker look to better fit with the brand's evolving image.

"After so much hard work and prep, painters are proud of what they've accomplished. We wanted to give folks a chance to showcase their work, while demonstrating to others that it doesn't have to cost a fortune to make a vehicle look like a million bucks," said Kirker's VP, Sales & Marketing, Matt Panuska.

Painters whose photo submissions appear in the gallery will receive a free Kirker t-shirt and will automatically be considered for recognition of the most outstanding examples submitted by the end of the year.

About Kirker Automotive Finishes:

A division of Coventry Coatings Corp., based in Newburgh, NY, Kirker Automotive Finishes has manufactured paint for more than one hundred years. The line covers a complete range of automotive and fleet refinish products, including factory-packaged urethane and enamel paints, primers, clears and other related items. Kirker also maintains a significant private-label program. For more information, please visit www.KirkerAutomotive.com.

Images available upon request

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