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KIRKER KICKS OFF 2009 WITH NEW COLOR SELECTOR, RELAUNCH FOR FLAGSHIP ULTRA-GLO LINE

CHART EXPANDED TO 72 CHIPS, INCLUDES NEW
DIAMOND PEARL SERIES AND URETHANE CANDY BASES

NEWBURGH, NY / FEBRUARY 12, 2009 – With 50% more chips, including a wild assortment of the brightest and most vivid factory-packaged color choices available anywhere, Kirker Automotive Finishes introduced its new Color Selector today.

The chip chart is Kirker's primary marketing and sales support tool, widely used by warehouse distributors, PBE jobbers, automotive refinish shops and their customers. It includes 72 different color chip samples, representing the most popular of the company's pre-mixed, factory-packaged color options.

The new – and very much expanded – Color Selector, which was printed on recycled materials, includes many popular fleet colors, but also represents Kirker's push further into the custom paint and restoration markets. Its publication comes at a time when many of the company's competitors are cutting back on their own color catalogs.

"We've watched players big and small back away from the factory-pack business," explains Matt Panuska, the company's Vice President of Sales and Marketing. "For whatever reason, they're turning their attention elsewhere, and that has created big opportunities for Kirker in this market. We had a banner year in 2008 with record sales growth, and expect the addition of these new colors will help sustain that pace."

NEW COLOR CHOICES

Among the 72 color chips, 30 have never before appeared on Kirker's automotive and fleet finishes chart. Some, like the nine SPECTRA Series urethane candy colors, Flat Black Chassis Paint and the always-popular Hot Rod Black (Satin Finish) are existing products, however the majority of the new chips represent colors that were developed specifically for this Color Selector. Some of the new color choices now available:

SOLID COLORS

- Hugger Orange
- Performance Yellow
- Sublime
- Pacific Blue
- Coastal Blue
- Merlot

METALLIC COLORS

- Pale Agave Metallic
- Habañero Metallic

DIAMOND PEARL SERIES

The Color Selector also includes six beautiful chips representing Kirker's brand new Diamond Pearl Series. These specialized colors combine soft pearls with super intense pigments, resulting in stunning color-shifting effects. Perfect for overall refinish use, graphic accents, delicate fades or custom blends, the DP Series colors include:

- Mandarin Pearl
- Lemon Drop Pearl
- Key Slime Pearl
- Sonic Blue Pearl
- Nightmare Black Pearl
- Arctic Blast Pearl

URETHANE CANDY BASE SERIES

Kirker has also expanded its line of extra-coarse metallic urethane candy bases. The UCB Series features some of the brightest, most eye-catching automotive topcoat colors available anywhere. With a total of nine brilliant options, UCB Series colors can be used alone, or topcoated with one of the SPECTRA Series candy colors. An extra-coarse aluminum makes these extraordinary colors burst to life in the sun, while super intense color-shifting pigments create brilliant shades that are unmatched in the custom refinish world. Colors choices include:

- Quicksilver Metallic
- Carbon Fiber Gray Metallic
- Bright Orange Metallic
- Mayan Gold Metallic
- Acid Rain Yellow Metallic
- Wild Pomegranate Red Metallic
- Bright Cobalt Blue Metallic
- Sour Apple Green Metallic
- Forest Moss Green Metallic

The Color Selector and introductions of its new Diamond Pearl Series and Urethane Candy Base colors come as Kirker re-launches its flagship ULTRA-GLO single-stage acrylic urethane topcoat system. All of the new colors – which begin shipping from Kirker's Newburgh, NY, warehouse this week – will be packaged in bold new labels, with sharp graphics and an eye-catching color scheme. Going forward, the newly redesigned labels will be found on all system components including colors, activators and reducers. Other changes in the ULTRA-GLO line include updates to color formulas aimed at increasing coverage on certain colors, and providing better metallic control on others.

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 and ten years. The line covers a complete range of automotive and fleet refinish products, including factory-packaged urethane and enamel paints, primers, clears, activators, reducers and other related items. Kirker also maintains a significant private-label program. For more information, please visit www.KirkerAutomotive.com.

Images available upon request