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For Immediate Release

**Kelly-Moore Paints Unveils New Collection
Top Color Picks to Enliven 10 Classic Neutrals**

Shifts in Consumer Sentiment Reflect A "Color Recovery" & New Color Trends

SAN CARLOS, Calif., June 9, 2010 – There's no denying it, for years, neutrals – the whites and beiges that often dominate home décor – have been a safe choice for consumers especially during economic downturns. But as the current recovery begins, we're seeing what Mary Lawlor, color stylist for Kelly-Moore Paints, calls "frugal fatigue" – a sentiment that, in the world of paint, consumers are ready to spend and take risks with color. Adding even a small touch of fresh new color into our home is guaranteed to nurture our souls without costing a fortune – it appears we're in a "color recovery."

[Kelly-Moore Paint Company, Inc.](#), a leader and innovator of waterborne-coating technology and the first major paint company to offer recycled paints, introduces its [Top Color Picks to Enliven 10 Classic Neutrals Collection](#). Lawlor has identified 10 of Kelly-Moore's most popular classic neutrals and pairs them in exciting combinations using 12 of today's hot new trend colors. For those feeling creative, the pairings, of course, are endless, but for those wanting vetted choices and more professional input, Lawlor has done all the hard work. Each color combination conveys a different look and feel.

Lawlor sees this return to fresher, more vibrant colors in home décor and the marketplace as an emerging trend. "Color is coming back but in a completely new way which is exciting," she explains. "In this collection, we have effectively captured the desire for brighter, livelier colors. Our pairings offer inspiration and direction on how to enhance the color undertones of our neutrals while giving them a contemporary feel that adds new spice and character. The majority of us are content with using a safe neutral but even the choice of neutrals can be overwhelming. Our goal was to simplify these choices for our customers."

Kelly-Moore's 10 Classic Neutrals and colors can be paired together to accent a wall or with home décor items. Below are just a few of the many possibilities:

1. **Wise Owl** – Wise Owl is a rich neutral with a reddish undertone that looks great with wood or stone flooring. It works well with the warmer colors like Drive-In Cherry and Persimmon. It's a great traditional look teamed with Luxe and a sophisticated look when paired with Cast in Stone.



2. **Spanish Sand** – This is a dramatic neutral that blends depth and color – a rich warm neutral with reddish undertones. Spanish Sand is softened when used in combination with Pools of Blue and French Sonnet. It adds balance when used with an edgier combination of Arizona Turquoise, Cedar Lake and Bistro Brown. It's a great compliment to today's dark warm cabinetry and flooring.
3. **Star of the Garden** – This neutral has it all – not too light or too dark, too warm or too cool, it's the perfect complement to all of today's most fashionable colors. Star of the Garden teams well with the wide variety of today's wood tones and décor finishes found in many homes.
4. **Navajo White** – While this classic neutral has been a trusted favorite by many for years, it enjoys a newfound place near the top of our list. A lighter neutral by today's standards, dressed up with a Swiss Coffee trim it offers softness and just enough contrast to create a soothing backdrop for today's colorful home décor items. It combines nicely with Pools of Blue or Grigitta. Use it with Cast in Stone for a contemporary look.
5. **Earth Stone** – A versatile warm grey, this neutral is a good choice for a modern, contemporary look. It will cool down when paired with today's fashionable West Warwick and Persimmon, and warms up with Cedar Lake, Grigitta and Arizona Turquoise.
6. **Brittany Beige** – This mid-toned neutral with reddish undertones works great with most warm colors in the palette like Bistro Brown and Balsamic. Brittany Beige evokes a feeling of tradition and teams especially well with Luxe and Cast in Stone.
7. **Pale Portabella** – Neutrals with yellow undertones have become very popular in the past few years, as they offer a freshness that works with all of today's home décor items. Pair it with Drive-In Cherry and Pools of Blue to give your home a fun and lively look.
8. **Bone** – A traditional neutral with a cool quality when paired with blues, purples and grays, its warmth is discovered when paired with reds, oranges and yellows. It's a great supporting color for all of today's fashionable forecast colors.
9. **Aged Parchment** – Another popular yellow-undertoned neutral, this color maintains a freshness that livens up dark or dreary spaces – the perfect color if you have a vision of a cheerful home. Modern and sassy when used with Grigitta and Persimmon.
10. **Tropical Straw** – Another winning neutral with yellow undertones, this sophisticated color adds warmth and tradition to a home. Tropical Straw delivers a taste of yellow while remaining calm and sophisticated. While it works well with all colors in the palette, it looks especially nice with Cast in Stone and Cedar Lake.

BONUS COLOR: Swiss Coffee is the company's top-selling trim color and adds architectural style to the interior or exterior of any home.

The Top Color Picks to Enliven 10 Classic Neutrals color collection can be previewed at the Kelly-Moore Paints website (www.kellymoore.com) by selecting the Color Tool tab, the [company's Facebook page](#) or at any of Kelly-Moore's 163 stores, where Kelly-Moore owners are pleased to assist.



For questions related to color, paint selection or application, VOCs, or any other paint related query, Kelly-Moore's painters (pros or DIY consumers) can call 1-888-MR-PAINT, email colorsamples@kellymoore.com or mrpaint@kellymoore.com, visit www.kellymoore.com or any of Kelly-Moore's [nearest stores](#), where each Kelly-Moore employee-owner is committed to offering exceptional customer service.

About Kelly-Moore Paint Company, Inc.

Headquartered in San Carlos, Calif., [Kelly-Moore](#) is one of the largest employee-owned paint companies in the United States, where each employee-owner is committed to offering exceptional customer service. When you call or visit a Kelly-Moore store you are speaking with an owner. A leader and innovator of waterborne-coating technology, Kelly-Moore was the first major paint company to offer recycled paints, along with the largest selection of stock colors. Kelly-Moore is one of the few companies to continue to offer stock colors for superior color consistency. Trusted and preferred by professionals since 1946 as the "Painter's Paint Store" for its high quality, performance and consistency, Kelly-Moore's paints are safe and easy to use for everyone. The company's environmentally friendly paint factory in San Carlos, Calif. is the recipient of four widely recognized and among the most stringent environmental awards. Kelly-Moore is dedicated to giving back to the communities it serves. This ethos is reflected in its corporate giving program and its numerous industry-leading green business accolades.