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**IdeaPaint Adds Color to Dry-Erase Options**

*Creators of high-performance, dry-erase paint add a splash of color to their products*

**LOS ANGELES — June 26, 2009** — IdeaPaint, the creator of high-performance dry-erase paint solutions, has announced that its dry-erase paint product is now available in nine neutral colors in addition to traditional white. With thousands of successful paint installations around the country, increasing customer demand for color options led IdeaPaint to introduce the following premier colors: light gray, white sand, off white, light beige, gray, orange, light green, cream and mauve. (Check out the color palette online at [ideapaint.com/products\\_home.html](http://ideapaint.com/products_home.html).) Mirroring the original product, the new colors also out-perform all other dry-erase solutions on the market and are the most cost-effective and durable—but now provide users with a broader palette of decorating choices.

A tool that brings vibrancy, creativity, fun and excitement into the home, school and office, IdeaPaint enables families, kids and those who work in home offices to let their creative thoughts flow without feeling constrained by the boundaries of a typical whiteboard.

Applications for IdeaPaint may include:

- In the kitchen - as a replacement for cork boards to share family notes/messages; as a method to increase functionality for refrigerator doors or inside kitchen cabinets where grocery lists or recipes can be written
- In a child's room/playroom - as a blank canvas to express creativity with impromptu art projects or to create a new surface for the top of a desk
- In schools - as a replacement for worn-out chalkboards or whiteboards; a new coating for cafeteria walls, desks or lockers
- In the home office - where IdeaPaint-adorned walls, desks or doors can provide the perfect surface for jotting down phone messages or mapping out long-term projects

Check out IdeaPaint in action in these environments at:

[www.flickr.com/photos/ideapaint/collections/](http://www.flickr.com/photos/ideapaint/collections/).

“When we first launched IdeaPaint we were energized by the incredibly positive reception it received – at that time only available in white,” said Jeff Avallon, co-founder of IdeaPaint. “As we moved ahead with production for our gen-2, water-based product, color became the logical next step. Our customers have been lobbying for color and we’re thrilled to now offer them an option that adds to the aesthetic of dry-erase paint.”

In addition to the already-available 50-square-foot paint kits, IdeaPaint colors will also be available in 25-square-foot paint kits.

As sponsors of Dwell on Design 2009 (DODLA), IdeaPaint will be “in action” all around the show floor during the LA event. Over 1,200 square feet of IdeaPaint will be positioned throughout the space for attendees to capture “the pulse of the show.” And look for the innovative ways IdeaPaint will showcase wall drawings via Twitter: <http://twitter.com/IdeaPaint>, and YouTube: <http://www.youtube.com/user/ideapaint>.

**About IdeaPaint**

IdeaPaint is a single-coat, roller-applied paint that turns any smooth surface into a high-performance dry-erase writing surface. IdeaPaint creates dynamic environments within corporate, educational and home settings. For more information, please visit [www.ideapaint.com](http://www.ideapaint.com). For ongoing company and product updates, follow us on Twitter at [www.twitter.com/ideapaint](https://www.twitter.com/ideapaint).

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