

Gray Seal's Extraordin-aire Paint Receives Two 2009 Targeted Advertising & Marketing Awards from the Business Marketing Association

Louisville, September 2009 –Gray Seal Line of Progress Brands and its marketing and communications partner, Sales Development Associates (SDA), of St. Louis, MO were recognized by the Business Marketing Association (BMA) at a ceremony on September 22, 2009 in St. Louis and awarded two prestigious Targeted Advertising & Marketing (TAM) Awards.

The Gray Seal Line and SDA received the Bronze award for excellence in product logo and package design and the Best in Class Award for retailer point-of-sale kit and materials for their new environmentally-friendly product called Extraordin-aire™, an odorless, zero VOC, premium performance, interior latex paint from Gray Seal.

"I'm thrilled that we've been recognized for our work on Extraordin-aire™", said Noel Booker, Vice-President of Progress Brands. "This new product is the wave of the future and we felt it needed a totally different and fresh approach. Together with SDA, we were able to achieve a highly creative and results-oriented launch campaign."

The Business Marketing Association is the largest professional association representing practitioners of business-to-business marketing and communications with more than 19 chapters throughout the United States. The BMA's TAM Award recognizes the best business-to-business marketing campaigns and honors the agencies, companies and individuals who create them.

Sales Development Associates has been honored by the BMA with eleven TAM Awards over the past ten years for outstanding work for a wide range of clients including Alfex Corporation, ConAgra Mills, Delta Dental, Xpedx, NovaSys Health, Kraft Food Ingredients, VP Buildings and more. Founded in 1989, SDA is a privately held, female owned marketing and communications firm that works closely with each of its clients to develop unique and profitable, integrated marketing campaigns and solutions. For more information about SDA, please visit www.sdastl.com

Gray Seal Paint Line was founded in 1912 and headquartered in Louisville, Kentucky. The Progress Brands are a division of California Products Corporation of Andover MA. They distribute their architectural paints and industrial maintenance coatings that are sold exclusively through independent dealers and retailers in 24 central, southern and southwestern states. California Products is a leading producer of California Paints® and Storm Stain® architectural coatings, DecoTurf®, Plexicushion® Sports Surfacing Systems and Fiberlock Technologies®. For more information, visit www.californiaproducts.com and www.progresspaint.com.

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