



Press release

AkzoNobel
Tomorrow's Answers Today

Specialty Paint Stores Host Two “Evening with Wanda” Events

NORCROSS, GA – August 31, 2010 – Area body shops, painters and hobbyists in Springfield and Jacksonville, IL, were recently treated to an “Evening with Wanda” by local Specialty Paint stores.

AkzoNobel’s newest car refinish brand, Wanda, is capturing the attention of paint distributors and their customers nationwide, as the brand’s exceptional performance, color match and value-based pricing is giving higher-priced competitive product lines a run for their money.

Specialty Paint General Manager, Gary Sampson, stated, “We had a great turnout and participation at the two events. Although we’ve been carrying the Wanda brand since it was introduced two years ago, these events helped provide painters hands-on proof that the products perform every bit as good as the brand claims.”

Painters took note of Wanda’s simplified approach to mixing ratios of clear, primer and color products. The brand’s unique color match capability, universal hardener and extensive color documentation tools not only make the system easier to use, but also helps them achieve a professional looking “right-the-first-time” finish. Fewer products also help reduce inventory for distributors.

The popular “Evening with Wanda” events—hosted by local paint distributors across the U.S. and emceed by the lovely “Wanda” persona and brand representative—were developed as a fun and relaxed interactive event that utilizes an informative video presentation and engaging quiz show-type game, complete with prizes and refreshments, to help educate body shops, painters and car enthusiasts on the cost and performance benefits associated with the Wanda product line.

“The old adage, ‘Seeing is believing’ is definitely true at these events,” said R.L. Paint Products Technical Training Manager, Jeff Evans, who performed the product demonstrations. “If we can provide technical information about the products and then put those products in a painter’s hands to try for themselves, then the sale takes care of itself. What’s so great about Wanda is that we can prove that price doesn’t have to compromise performance.”

For more information about the full range of Wanda products and color tools, visit our website at www.wandarefinish.com. For Wanda distributors interested in hosting an “Evening with Wanda” event in their area, email wandarefinish@akzonobel.com for more details.

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Safe Harbor Statement

This press release contains statements which address such key issues as Akzo Nobel’s growth strategy, future financial results, market positions, product development, products in the pipeline, and product approvals. Such statements should be carefully considered, and it should be understood that many factors could cause forecasted and actual results to differ from these statements. These factors include, but are not limited to, price fluctuations, currency fluctuations, developments in raw material and personnel costs, pensions, physical and environmental risks, legal issues, and legislative, fiscal, and other regulatory measures. Stated competitive positions are based on management estimates supported by information provided by specialized external agencies. For a more comprehensive discussion of the risk factors affecting our business please see our latest Annual Report, a copy of which can be found on the company’s corporate website www.akzonobel.com.

Note to Editor

Car Refinishes is one of the world's leading suppliers of paints and services for the car repair, commercial vehicles and automotive plastics markets. It sells coatings for car body refinishing, or recoating, to customers including bodyshops, distributors, fleet owners, automotive suppliers and major bus and truck producers. Brands include Sikkens®, Lesonal®, Dynacoat®, Wanda®, and Autocoat® BT. Operating in more than 60 countries, Car Refinishes has specialists around the world who understand local markets and can serve local needs. Its state-of-the-art customer services, color and technology solutions include offering technical and logistical support and the delivery of training programs.

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