

New Research Details U.S. Paint Contractor Paint Brush Brand Usage

Pros Name Purdy Overall Best Brush

Palo Alto, Calif. — May 2, 2008 — According to Frost & Sullivan's independent research entitled, *2008 United States Paint Contractors' Choice: Evaluation of Architectural Coatings and Paint Equipment*, Purdy is the professional paintbrush of choice, with nearly six out of ten (57%) U.S. Paint Contractors naming Purdy the paint brush brand they primarily use on the jobsite. The significant gap between Purdy and the nearest competitors, Wooster (19%) and Corona (5%), is impressive.

The fresh jobsite usage data closely tracks with brand preference measurements revealed in a 2007 Frost & Sullivan study and measured again this spring. "Purdy's dominant brand preference rating is striking. For the second consecutive year, Purdy has scored a 40 percentage point lead in brand preference over the nearest competitor," notes Tonya Fowler, *Frost & Sullivan's* Director of Competitive Benchmarking Services.

Based on the strong brand preference, product usage, customer satisfaction and future purchase intention ratings measured in the survey, Frost & Sullivan has presented Purdy with the 2008 U.S. Paint Contractors' Choice Award.

In the study, 100% of Purdy's customers reported an overall satisfaction with Purdy Paint Brushes and 93% indicate they are "very satisfied" with the Purdy paint brushes they currently use on the job. When asked about future purchase intentions, 99% of Purdy's customer's indicate they plan to buy Purdy paint brushes again.

As one Paint Contractor noted, "Purdy brushes let the coatings flow out like it's sprayed." Additionally, one long-time Purdy customer commented, "Purdy brushes spread nicely and evenly. I've used the same brush for 25 years with good results." Finally, another Paint Contractor surveyed unequivocally stated, "Purdy brushes are the best on the market."

The Frost & Sullivan Paint Contractors' Choice Award is bestowed upon a company that clearly demonstrates product category excellence. This Award recipient has distinguished itself through its proactive strategies that position it to emerge as an industry leader.

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Purdy

For more than 80 years, professional painters and skilled do-it-yourselfers have looked to Purdy for modern tools that enable them to paint better and faster. Purdy offers custom designed and engineered brush, roller and faux products for every painting situation. All Purdy products use only the finest components and are built to the highest possible quality standards. For more information on Purdy professional painting tools, visit www.purdycorp.com or call 1-800-547-0780.

About Frost & Sullivan

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