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***FINE PAINTS OF EUROPE INTRODUCES THE GUGGENHEIM COLORS, A
UNIQUE COLLABORATION WITH ONE OF THE WORLD'S GREAT MUSEUMS***

Woodstock, Vermont — Fine Paints of Europe (FPE) is proud to announce the rollout of two new color palettes created in collaboration with the Solomon R. Guggenheim Museum in New York.

Guggenheim Colors comprises *Classical Colors*, 150 paint colors inspired by much-loved paintings in the museum's permanent collection of modern art and *Gallery Colors*, 50 hues favored by generations of Guggenheim Museum curators, artists, and designers—including Frank Lloyd Wright himself.

"We have chosen Fine Paints of Europe to develop these new collections because of the company's expertise in recreating even the subtlest nuances of color and because of the high quality of the paint itself," says Karen Meyerhoff, Managing Director for Business Development at the Guggenheim Museum. "We also admire their philosophy of customer service, working with clients closely to consider the context and lighting conditions before making a decision about color, in much the same way that our designers work with our curators."

"We at FPE see this collaboration as a fitting tribute to our Dutch roots," says John Lahey, Founder, Owner, and CEO of Fine Paints of Europe. "For centuries, the Netherlands has been the world leader in paint, for artists as well as for home owners,

decorators, and tradesmen. I founded Fine Paints of Europe in 1987 to introduce Dutch enamels to American homeowners after falling in love with the coatings during a trip to Amsterdam and importing a small quantity for my own personal use. Our unique coatings are made from the finest ingredients by Wijzonol Paint Works of Zwolle and meet the highest Dutch standards of beauty, performance and long-term durability.”

“Fine Paints are embraced and enjoyed by clients who recognize that the true value of a paint is determined by the number of years it will beautify and protect. They understand and appreciate that the labor component of a painting project represents more than 90% of the cost of the overall job. Fine Paints clients benefit from the use of more beautiful coatings that typically last two to three times longer than the best domestics proving our corporate slogan, *“that there is nothing more expensive than cheap paint,”* adds Lahey.

Both the Gallery Colors and Classical Colors collections were refined by the museum in consultation with Fine Paints specialists, who fine-tuned the selections for a variety of architectural settings and lighting situations, to precisely match each hue.

Fine Paints of Europe is renowned for its staff colorists, who offer complimentary, professional guidance in the selection of colors and paints by phone. “We admire FPE’s philosophy of customer service, which is not unlike our own intensive design process, notes Meyerhoff. “Their color consultants offer clients complimentary assistance in addressing a broad array of surfaces and environmental and other contextual conditions before assisting in the selection of specific colors.”

PRICING AND AVAILABILITY

Prices range from \$35 per half liter (0.13 gallon) to \$130 per 2.5 liter (0.66 gallon) can. Coverage rates are typically 30% to 50% more per ounce than conventional domestic coatings.

The Guggenheim Classical Colors and Gallery Colors paints will be sold by the Fine Paints of Europe network of well established independent paint retailers throughout the United States and on a direct basis. To learn more about the Guggenheim Colors coatings, color tools, prices, and retailer locations, the public may visit www.GuggenheimColorbyFPE.com or call 888-680-4278.

(Color advice and technical support is available by phone daily, except Sunday.)

ABOUT FINE PAINTS OF EUROPE

Fine Paints of Europe, based in Woodstock, Vermont, is a privately-owned firm dedicated to providing the finest paints and personalized service to discriminating homeowners, paint professionals and the architectural and design communities. The company has been the leading premium-quality paint provider in North America since 1987. More information is available at www.finepaintsofeurope.com.