

FOR IMMEDIATE RELEASE

Purdy Expands Top-Selling White Dove Roller Cover Offering

PORTLAND, OR – February 26, 2007 – Purdy announced today that their best selling White Dove™ Roller Cover offering has expanded with the addition of two new products. To meet the growing demand for mini-roller covers, Purdy has introduced a convenient clamshell value-pack that contains a dozen, 6-inch White Dove mini-rollers. At the other end of the spectrum, the company has added an ultra-wide, 18-inch model with a three-quarter inch nap, which is ideal for painters who want to boost their productivity by covering a large surface area with minimal reloading delays.



The expansion reflects the growing popularity of the all-purpose White Dove paint applicator line. The new product is available immediately and the series now meets an even broader range of painting needs, with nap sizes ranging from one-quarter inch to three-quarter-inch and available widths of 3, 4, 6, 7, 9, 14 and 18 inches. The White Dove roller covers are ideal for oil and latex enamels, stains, and flat paints and can be used on any smooth to semi-rough interior or exterior surface.

According to Purdy Senior Product Manager, Tom Hatcher, “The Purdy White Dove roller cover is popular with pros that need an ultra-smooth, shed-free finish. To ensure peak performance, we use only premium-quality Dralon® fabric which is woven in and out of the backing, like a “W”, with four points of contact. The interlocked fibers help to prevent the shedding that is often found in entry-level roller covers. The backing is then sealed with a tough latex finish to ensure long life. And finally, a unique double-vacuum finishing process ensures that painters get exceptional, lint-free performance right out of the package.”

Another reason that experienced professionals appreciate the White Dove product line has to do with the ability of the high-density acrylic fiber to carry a large quantity of paint. For residential paint contractors, this improves their efficiency and boosts productivity and profitability day in and day out.

White Dove roller covers are manufactured by Purdy at their state-of-the-art manufacturing facility in Reno, Nevada. For more information on the Purdy White Dove Series of roller covers, one can visit www.purdycorp.com or call Purdy directly at 800-547-0780 or 503-286-8217.

Nearly 70% of all professional painters in America paint with Purdy painting tools. For over 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.

Media Contact: Don Fogle, 512-217-5533, don.fogle@shinestrategic.com

13201 N. Lombard St., Portland, OR 97203 Ph. 800-547-0780 Fax: 503-286-5336