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**VALSPAR WOOD LAUNCHES THE FINISHING INDUSTRY'S FIRST NATIONAL,
FULLY-INTEGRATED MARKETING PROGRAM TO SUPPORT DISTRIBUTOR SALES**

High Point, NC, March 16, 2011 – Valspar Wood Products today announced the launch of the finishing industry's premier national, fully-integrated distribution program to support sales of the company's wood coatings. The program retools how the global innovation leader in wood coatings provides information on its product line and enhances the purchasing experience for distributors and customers.

The initiative begins with an optimized product platform and a new re-labeling of the company's product line. New labels around cans have a refreshed design that clearly emphasizes the features and benefits of each product. The labels distinguish each product family with a bold color bar.

Core to the program is a new website, www.valsparwood.com, designed to provide the premier online destination for the woodworking industry. The site features e-learning videos, with step-by-step instruction on how to achieve any style or finishing technique. It also includes a discussion board and "Ask the Expert" functionality to foster communication and information-sharing with a Valspar expert.

For distributors, the site offers an industry-first marketing toolkit of materials for the distributor, designed to facilitate distributor communications with customers and foster sales. Materials on the site include branded e-blasts; pre-designed postcards, fliers and newsletters; and customizable print advertising. Key to the system is the ability for the distributor to upload customer information; and, with the push of a button, use the materials in the system to electronically communicate with customers or print customized materials for distribution.

The program features a full complement of materials that raise awareness of Valspar distributors and offer inspiration on the use of products to achieve superior finishes. New sell sheets highlight each product's features and benefits. The company also provides inspiration and instruction to achieve today's most appealing finishing looks.

"Our goal with this program is to help grow the channel by making it easier to distinguish the Valspar line from other products in the distribution center and by providing tools and information that encourage use of our innovative products," said Michael Rubiera, marketing director for Valspar North America Wood Coatings. "No one in our industry has undertaken an initiative like this. We are borrowing best-in-class practices in marketing and relationship development from other industries; and applying them to our wood coatings business to foster the growth of our distributors."

For information on Valspar Wood coatings and finishes, visit ValsparWood.com.

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About Valspar

The Valspar Corporation (NYSE:VAL), producer of the first wood varnish sold in North America beginning in 1806, is a global leader in the paint and coatings industry, including stains, varnishes, lacquers, topcoats, and other finishing products. Valspar is dedicated to bringing customers the latest innovations, the finest quality and the best customer service to enhance all wood products around the world. The company is focused on environmental improvement to reduce waste, emissions and pollutants; and improve worker health and safety around the globe. Consumer-facing ValsparEarthSense.com is an online resource providing environmental advice on painting projects. For more information about Valspar products, visit www.valsparglobal.com.

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