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FOR IMMEDIATE RELEASE

LIQUID NAILS® ADHESIVE ANNOUNCES SOLUTION-BASED HOUSEHOLD GLUES

New Packaging Aims to Alleviate Consumer Confusion When Selecting Adhesive

STRONGSVILLE, OH -- September 2008 -- LIQUID NAILS® Adhesive, the leader in construction adhesives, is tackling consumers' daunting and frustrating glue experiences at the retail shelf and in home applications. With a line of seven household glues, LIQUID NAILS Adhesive has responded to consumer feedback by providing packaging with more than 10 selection-indicator tools. The result is the confidence that the project or repair is "Done Once. Done Right.™"

As indicated by extensive research, consumer frustration begins at the retail shelf when determining the best adhesive for the project or repair from an overwhelming amount of glue choices. To alleviate this stress, LIQUID NAILS Adhesive has implemented a solution-based packaging system that includes universal icons and a surface matching grid. Consumers can easily discern which surfaces each adhesive works best on, the set and cure times and the ideal working environment at a glance. Other key benefits of the glues found on the bi-fold card include project specific directions, clean-up and a full analysis of the chemical make-up. As a result, consumers are better equipped to select the proper glue.

In addition to simplifying the adhesive selection process, LIQUID NAILS Adhesive is introducing convenient sizes based on consumer response. Consumer concern for matching project needs with the appropriate adhesive size is met with practical squeeze tubes (of project specific and general purpose formulas), one-shot cyanoacrylates (super glue) and an individual-use epoxy. Additionally, precision applicators allow the consumer to accurately dispense the right amount of glue. From specialized tips to a flex-spread cap, excess waste is eliminated producing optimum results. LIQUID NAILS Adhesive took convenience one step further by developing a handy three-in-one variety pack. Perfect for the utility drawer, the pack offers every glue you need for small home repairs.

"LIQUID NAILS Adhesive is the experienced, trusted brand in adhesives," said Nestor Hernandez, vice president and general manager of LIQUID NAILS Adhesive. "We have harnessed the strength and performance expected of LIQUID NAILS construction adhesives and presented it in a manner specifically for small household projects. We are confident we have set upon the right mixture of glue technology, key selection indicators and ease-of-use with this improved approach to small package adhesives."

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This LIQUID NAILS Adhesive small package line of adhesives will be available in late summer 2008 at home improvement centers, hardware stores, mass merchants and other fine retailers. For additional information, please visit www.liquidnails.com.

About LIQUID NAILS® Adhesive

LIQUID NAILS Adhesive, a brand of AkzoNobel Decorative Paints US, offers a full-line of construction adhesives and caulks under the LIQUID NAILS Adhesive Business Unit, providing quality products and excellent customer service nationally to do-it-yourselfers and professionals since 1960. AkzoNobel Decorative Paints US is headquartered in Strongsville, Ohio. For more information on the full-line of LIQUID NAILS Adhesive, visit the Web site at www.liquidnails.com or the help line at 1-800-634-0015.

About AkzoNobel

AkzoNobel is one of the world's leading industrial companies serving as the largest global coatings manufacturer, a major worldwide supplier of specialty chemicals and number one in decorative paints and performance coatings. Committed to developing innovative products and cutting edge sustainable technologies, AkzoNobel endeavors to deliver whatever customers require, wherever and whenever they need it. Based in the Netherlands, AkzoNobel employs approximately 68,000 people in more than 80 countries, is a Fortune Global 500 company and is listed on the Euronext Amsterdam stock exchange. Additionally, the company is the Chemicals Industry leader on the Dow Jones Sustainability Indexes, and is included on the FTSE4Good Index. Visit www.akzonobel.com for more information.

In January 2008, AkzoNobel acquired ICI, the owner of ICI Paints in North America. Headquartered near Cleveland, Ohio, AkzoNobel's United States Decorative Paints operations (formerly ICI Paints) produce decorative coatings brands such as *Glidden*, *Dulux*, *Ralph Lauren*, *Devoe*, *Fuller-O'Brien* and *Liquid Nails* caulks and adhesives. Products are sold through ICI Paints company stores, national/retail outlets and independent dealers in the United States and Puerto Rico and are exported internationally. ICI Paints is an official corporate partner of Major League Soccer, and the Glidden brand is the official paint of Major League Soccer. For more information on the company, visit www.icipaintsstores.com or www.icipaints.com/northamerica.

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