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**KILZ® Brand Roller Report Shows Do-It-Yourselfers Are Caught in Paint Color Confusion**

*Sixth Annual Consumer Survey Shows Most DIYers Overwhelmed by Color,  
Unwilling to Take Risks When Redecorating Their Homes*

ST. LOUIS – (July 28, 2010) –Masterchem Industries today announced the results of its sixth annual KILZ® brand Roller Report: “Overcoming Redecorating Fears.” The report reveals surprising insights about how overwhelmed homeowners feel when it comes to what redecorating risks they’re willing to take.

The report, which surveyed more than 1,000 U.S. and Canadian homeowners, finds that despite openness to making bold color choices, both male and female DIYers harbor some anxiety about their decisions. More than half (52 percent) said that they are concerned to very concerned that they won’t be happy with the results when they are redecorating a room.

“Making a paint color choice is one of the most difficult tasks when decorating,” says Lisa LaPorta, KILZ spokesperson and host and designer of HGTV’s *Designed to Sell*, *Bang for Your Buck* and *First Time Design*. “Thankfully, it’s easy to seem design-savvy by making quick updates to your home’s interior with inexpensive options that won’t break the bank.”

In general, more than half (58%) of the DIYers surveyed find that a paint color can steer their design choices, and that most female DIY homeowners (90 percent) believe the paint colors they choose can affect their mood and their family’s mood. The report finds that nearly half (45 percent) of those surveyed feel that a fresh coat of paint can provide the greatest rejuvenation.

“Home décor has the ability to create a sense of renewal – so take a risk. Don’t feel pressured to follow the trends” says LaPorta. “The color swatch that pops out at you in the store is the one that will brighten your mood as it sits on your walls. “Home décor has the ability to create a sense of renewal – so take a risk. Don’t feel pressured to follow the trends” says LaPorta. “The color swatch that pops out at you in the store is the one that will brighten your mood as it sits on your walls, and by using a primer like KILZ® Premium before painting you’ll use fewer topcoats.”

For complete KILZ brand Roller Report results, please see the survey fact and tips sheet, which includes LaPorta’s tricks for improving your home’s appeal at [www.KILZRollerReport.com](http://www.KILZRollerReport.com).

**Survey Methodology**

The KILZ brand surveyed 1,052 male and female homeowners who are 18 years old and older across the United States and Canada (75 percent U.S. citizens and 25 percent Canadian citizens) through a third-party research organization in April 2010. The homeowner sampling error rate is +/-3% at the 95% level of confidence.

**About Masterchem Industries, LLC**

Masterchem Industries, founded in 1954 in St. Louis, Mo., is committed to developing, manufacturing and marketing the highest quality and most innovative specialty coatings available to consumers and professional contractors. The company specializes in architectural paints and primers as well as waterproofers, concrete care products, applicators and stains. Masterchem Industries’ brands include KILZ®, KILZ 2®, KILZ® Casual Colors®, HAMMERITE®, Rust Cap® and others.