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**SOUTHERN DIVERSIFIED PRODUCTS RECOGNIZED
BY EDWARD LOWE FOUNDATION AS A 'COMPANY TO WATCH'**

-- Creators of Mythic Paint Awarded Coveted Title --

HATTIESBURG, Miss., (May 18, 2008) - Southern Diversified Products, LLC (SDP), parent company of [Mythic Paint](#), has been named as a Mississippi Companies to Watch 2009 award winner by the Mississippi Technology Alliance (MTA) in association with the Edward Lowe Foundation. The coveted award acknowledges and celebrates high-performing, second-stage companies throughout the state of Mississippi, that are seen as driving not only the economy, but the innovative reputation of the state.

SDP was awarded the title for not only making an outstanding impact on the economy of Mississippi, but also for the invention, production and marketing of Mythic Paint, a high performance, zero-VOC, zero-toxin paint that is being distributed nationwide. Mythic Paint, which was launched in November 2007, is currently the fastest growing paint company in the country, and is available in ten finishes and a designer palette of over 1,200 colors.

"We are delighted to be recognized by the MTA and the [Edward Lowe Foundation](#)," said Rocky Prior, president of Mythic Paint. "SDP relies on the polymer scientists of the University of Southern Mississippi to help create our products, the citizens of Mississippi to provide exemplary customer service, and the state for supporting us as we continue to build the fastest growing paint company in the country. We are proud to be associated with Mississippi and we are honored to be recognized in such a prestigious way."

Mississippi Companies to Watch award recipients are selected by a panel of judges representing all areas of economic development including banking, entrepreneurship and small business. Judges look for evidence of fast and/or high growth in employment rates and revenue as well as past growth, projected success and strengths that make a company stand out from its competition. SDP was selected for several reasons including its entrepreneurial leadership, visionary and innovative products and its creative marketing.

SDP creates high performance products that pose no threat to health or the environment. One of these products is Mythic Paint, a guaranteed high-performance paint, available in a 1,232-color palette that can also be matched to any competitors color through a VOC-free coloring system. Mythic Paint is available in independent hardware stores nationally, and can be ordered online at www.mythicpaint.com or by calling our customer service at 1-888-714-9422.

About Mythic Paint

Mythic Paint, a subsidiary of Southern Diversified Products (SDP) was developed in cooperation with the University of Southern Mississippi. The guaranteed high-performance paint is available in a 1,232-color palette and in all sheens for interior and exterior use. Mythic is available in independent paint stores nationwide. To find a retailer or for additional information, please visit the Mythic website at www.mythicpaint.com or call the customer service hotline at 1-888-714-9422.

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Key Web Addresses:

Mythic Paint: www.mythicpaint.com

Mississippi Companies to Watch: www.companiestowatch.org

Contact: Jonathan Cascio 601.271.6564