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FOR IMMEDIATE RELEASE

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GOLDEN Chooses to Purchase 100% Clean, Renewable Energy

– Columbus, NY, June 3, 2009

Golden Artist Colors recently contracted with NYSEG Solutions to have 100% of its electricity supply be wind generated and certified low impact hydro electricity. By replacing 100% of the company's annual energy requirements with a blend of 40% emission free wind energy and 60% certified low impact hydro energy, GOLDEN is able to directly reduce New York State's requirement for energy generated from coal, nuclear, and fossil fuel resources.

"We are very fortunate to be surrounded each day by a mix of beautiful rolling woods, streams and farmland that border our facility," said Ben Gavett, Regulatory Affairs & Facility Director at Golden Artist Colors. "It is a constant reminder of the sanctity of the environment and our relationship to it. Being able to decrease our carbon footprint is just an extension of the company's commitment to the environment that has been a focus since its beginning in 1980."

"NYSEG Solutions is proud to be a leading provider of clean and renewable electricity," said NYSEG Solutions Account Manager, William Wallick. "As more and more companies join GOLDEN in realizing the benefits of switching to 100% clean, renewable energy, the greater positive effect it will have on the environment as well as the future cost of clean energy."

— More —

According to the NYSEG Solutions Web site, “wind energy helps America meet its growing demand for affordable power while protecting the Nation’s energy security and natural environment. Emission free wind energy is the fastest growing energy source in the world. As wind projects become larger and wind technologies grow more advanced, this already affordable technology becomes one of the lowest priced renewable resources available today.”

If artists have questions regarding the company’s commitment to the environment or the health and safety of the products being manufactured, they can go to the Web site at <http://www.goldenpaints.com/healthsafety/environ/index.php> or call Gavett at 1-800-959-6543.

About Golden Artist Colors, Inc.

Located in its 100,000-square-foot facility in rural Columbus, N.Y., GOLDEN’s 147 employees are committed to producing materials that encourage exploration of form and concept, while assuring archival integrity. GOLDEN takes pride in the fact that its Custom Lab is the only facility of its kind, dedicated to designing products to the specifications of individual artists. Developing paints to meet exacting criteria is the specialty of GOLDEN’s custom operations. As a natural progression from our initiatives in the fine arts market, GOLDEN established Paintworks, the commercial paint and coatings division of Golden Artist Colors, Inc. It provides commercial and OEM clients with paint making technology, toll manufacturing and integrated solutions. GOLDEN Paintworks can design a full solution to a coatings project based on its expertise designing, manufacturing, marketing and selling high performance paints and coatings. The company also assists customers with complex production, packaging and regulatory issues. For more information about Golden Artist Colors, Inc. and its comprehensive product offering, call 1-800-959-6543 or visit the company’s Web site at www.goldenpaints.com.

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