

For Immediate Release

NIPPON PAINT'S THE PAINT EXPERT BLOBBIES™ ON A MISSION

Nippon Paint's 'Find The Paint Expert' Campaign Rewards Consumers

Kuala Lumpur, August 3, 2010 – Nippon Paint today introduced the 'Paint Expert Blobbies™', which consist of four members, Nippon Weatherbond Advance Blobby, Nippon Weatherbond Solareflect Blobby, Nippon Spot-less Blobby, and Nippon Odour-less AirCare Blobby. They are on a nationwide mission to help raise awareness about choosing the right paint for the home and the environment.

Born from the idea of a cheerful animated paint drop, the Nippon Paint Bobbies™, were created in late 2008. Each Blobby™ is named after a Nippon Paint colour, with personalities ranging from cheerful to fiery, jovial to mischievous. They were pictured together on a relentless mission to paint Malaysia in every imaginable hue on the colour chart.

Since the Blobby™ characters were first introduced, Malaysians, both the young and young-at-heart, have fallen in love with them. "The Blobbies™ are cute and symbolize the happiness and excitement that colour brings. Blobby™ was created as a colourful and loveable animated paint drop, and based on that same spirit we hope that our 'Paint Expert Blobbies™' will continue to spread the cheer of colours," said Mr Yaw Seng Heng, Managing Director, Nippon Paint (Malaysia) Sdn Bhd.

Each of the four 'Paint Expert Blobbies™' possesses unique set of characteristics and traits. The Nippon Weatherbond Advance Blobby is a tough no nonsense Blobby™ whose task is to shield and protect buildings from harsh weather. The more stylish Weatherbond Solareflect Blobby is a responsible one, ever ready to protect buildings by reflecting heat, thus cooling buildings. The Nippon Spot-less Blobby is the fastest and most impulsive of all the Blobbies. It rushes hurriedly to repel stains and protect walls. The Nippon Odour-less AirCare Blobby, the 'geekiest' of the bunch, is able to absorb formaldehyde and refreshes the air.

In addition to revealing the new 'Paint Expert Blobbies™', Nippon Paint will be giving consumers the opportunity to own adorable Blobby™ merchandise. "Nippon Paint's Blobbies™ have many fans, and we have been receiving numerous requests for copies of our TV advertisements as well as Blobby™ merchandise. With the 'Find The Paint Expert' campaign we aim to reward our consumers for their support as part of our effort to bring happiness to the community we serve," added Yaw.

During the '*Find The Paint Expert*' campaign period, 15 August – 15 November 2010, consumers who purchase selected Nippon Paint 5 litre can of premium paint will be rewarded with a Blobby™ key chain which could be found in each paint can. Lucky consumers, who find the limited 'Paint Expert Blobby™' key chains in their purchased cans, will be further rewarded with exciting prizes such as LCD TVs and 2-foot tall Fuzzy Blobby™ Doll.

There are 11 participating premium products for the campaign. They are, Nippon Odour-less AirCare, Nippon Odour-less Premium All-in-1, Nippon Vinilex Fresh Anti-Bacterial Emulsion, Nippon Spot-less, Nippon 3-in-1, Nippon Satin Glo, Nippon Perfect White, Nippon Vinilex EasyWash, Nippon Weatherbond Solareflect, Nippon Weatherbond Advance and Nippon Weatherbond.

With the introduction of the 'Paint Expert Blobby™' and the campaign, Nippon Paint Malaysia hopes to continue to inspire consumers through colour and educate the public about the selection of the right product for their homes.

To find out more about the four 'Paint Expert Blobbies™' and the '*Find The Paint Expert*' campaign, visit www.nipponpaint.com.my or call 1-800-88-2663.

About Nippon Paint (Malaysia) Sdn Bhd

Incorporated in 1967, Nippon Paint Malaysia Sdn Bhd (NPM) manufactures paint and coatings for both home and industrial applications. To date, NPM has three manufacturing plants in Malaysia. One located in Shah Alam, one in Johor Bahru and one in Kota Kinabalu. NPM currently manufactures over 10,000 different paint formulations for the decorative and architectural, automotive, industrial, protective coatings and fishing vessel markets. Nippon Paint has been awarded the prestigious Green Excellence Award by Frost & Sullivan in recognition of its achievement in promoting and improving environment sustainability within the paint industry.

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Issued by : Nippon Paint (Malaysia) Sdn Bhd
Through : Kim Chew Communications Sdn Bhd
Jacqueline Arnold / Daisy Sidhu
Tel: 03 - 7726 3430
Fax: 03 - 7728 3432