



For Immediate Release

May 27, 2013

BENJAMIN MOORE TO LAUNCH “MAIN STREET MATTERS,” ITS BIGGEST EVER MULTI-PLATFORM CAMPAIGN TO REVITALIZE CITIES AND TOWNS ACROSS NORTH AMERICA

Consumer-Driven Campaign Will Revitalize and Repaint the Main Streets of 20 U.S. and Canadian Communities

(TORONTO, ON—MAY 27, 2013) — Benjamin Moore, North America’s most respected paint manufacturer and colour authority, announced today its biggest initiative ever to revitalize communities across North America through the launch of “Main Street Matters.”

The campaign asks consumers around the country to cast their vote online for which 20 Main Streets should be revitalized of the more than 100 North American cities nominated at www.paintwhatmatters.ca.

The effort will be undertaken with the help of multiple partner organizations around the country, including Make It Right, a long-time partner of Benjamin Moore that was founded by actor-philanthropist Brad Pitt. Brad Pitt will be lending his voice in support of the effort that Benjamin Moore is undertaking with Main Street Matters.



In addition to partner organizations, this effort will be brought to life with local Benjamin Moore dealers and in conjunction with local municipalities, small businesses and local Chambers of Commerce. The effort will begin this summer and the work on repainting these Main Streets will be completed over the next year.

“Our Main Streets are the vital hubs of our communities – and Benjamin Moore and our network of independent dealers have always been integral parts of Main Street,” said David Melançon, Chief Marketing Officer of Benjamin Moore. “This investment we’re making in communities around North America is core to our business and to who

we are; Main Streets make us who we are and we’re proud to honour that with this effort.”

Benjamin Moore will not only provide the paint and supplies needed for façades, porches, railings, shutters and other exterior building trims, but its colour experts will consult on the best choices to enhance the architectural style, regional influences and historic references in each community. Skilled professional painters will be hired, putting another segment of local business to work along with the local Benjamin Moore retailer who will be mixing the paints that are used.

The communications portion of “Main Street Matters”, which allows local businesses and community members to tell their stories, includes not only the online component, but also is being supported by an aggressive advertising program. A mix of national and local market TV, radio, online and print ads will hit North America starting in May as part of the company’s overall increase in marketing, which is up 61% compared to the previous year.

Voting began at 12:00 a.m. EST on May 16, 2013 and will end at 11:59 p.m. EST on June 30, 2013. Benjamin Moore will post the final list of Main Streets and towns to be repainted on www.paintwhatmatters.ca in July.

For more information and a list of nominated cities across the U.S. and Canada, please visit www.paintwhatmatters.ca.

About Benjamin Moore

Benjamin Moore & Co., a Berkshire Hathaway company, was founded in 1883 and established its Canadian operations in 1906. One of North America’s leading manufacturers of premium quality residential, commercial and industrial maintenance coatings, its products are distributed through a network of independent paint and decorating retailers. Benjamin Moore has been a longstanding steward of the environment with a relentless commitment to sustainable manufacturing practices plus the ongoing development of the most eco-responsible formulations possible. Its portfolio of Green Promise® products continues to grow and includes Aura®, über-performance low-VOC paint; Benjamin Moore Natura™, the low-VOC interior paint, remaining low in any colour, any sheen; and, EcoSpec WB® low-VOC paint for commercial interiors.

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