

Press Release

FOR IMMEDIATE RELEASE:

PPG SEMA SHOW EXHIBITS DRAW CROWDS, AWARDS

STRONGSVILLE, Ohio – December 2, 2010 – The 2010 SEMA Show proved to be a major success for PPG’s Automotive Refinish division. Considered to be the world’s leading automotive specialty products event, the show was held November 2 – 5 in Las Vegas, Nevada at the Las Vegas Convention Center. PPG drew crowds – and awards – with unique indoor and outdoor exhibits, custom car displays, celebrity painters, a new product announcement, industry-related classes, and a dazzling show of custom-painted guitars and album covers.

The PPG indoor exhibit, a 1950s-style diner, was named best of show by *Collision Hub*, the premier networking site for the collision repair industry. A display of rock ‘n’ roll era guitars and records decorated by superstar painters of the custom car universe was also showcased. The guitars and records were finished with PPG’s VOC-compliant *Envirobase® High Performance* and *Nexa Autocolor™ Aquabase® Plus* waterborne coatings. Both these leading product lines represent the advanced, innovative and environmentally responsible waterborne technology PPG has introduced to the automotive refinish industry. The PPG outdoor exhibit featured the PPG Show Truck with its new, colorfully eye-catching paint scheme and Steve Hale’s “Green Machine,” a 100% propane-powered, customized 1956 F-100 pickup finished in gleaming *Envirobase High Performance* waterborne coatings.

Two custom cars on display in the PPG booth won noteworthy awards. “Wild Cad,” a radically chopped and channeled 1959 Cadillac Coupe DeVille painted in PPG neon purple by the legendary Gene Winfield took the General Motors Design Award for best GM passenger car. A second 1959 Cadillac Coupe DeVille, a custom restoration by Todd Lewis of Xtreme Restorations, Slatersville, Rhode Island, received the Mother’s Shine Award which recognizes the best finishes at the show. Both cars added to the diner’s retro 1950s “Happy Days” motif attracting and exciting gearheads galore.

Crowds also gathered around the PPG exhibits to meet celebrity painters Gene Winfield, Tom and Mitch Kelly, Charley Hutton, and Dave and Jody Perewitz who were on hand to sign autographs and discuss their techniques for painting with PPG *Vibrance Collection®* custom finishes and *Envirobase High Performance* waterborne coatings. The classic cars, cool guitars and nationally known celebrity painters reminded attendees of PPG’s long heritage while demonstrating its leadership in innovative and green products for the future.

- MORE -

Press Release

PAGE 2 – (PPG SEMA SHOW EXHIBITS DRAW CROWDS, AWARDS)

The SEMA show is open exclusively to members of the industry and attracts participants from over 100 countries around the world.

For more information about PPG products, call 800/647-6050 or visit the PPG Automotive Refinish website at www.ppgrefinish.com.

##

For further information please contact:

Calvinia Fields

cfields@ppg.com

440/572-2800

PPG Automotive Refinish, 19699 Progress Drive, Strongsville, Ohio 44149

About PPG

PPG Industries' vision is to continue to be the world's leading coatings and specialty products company. Founded in 1883, the company serves customers in industrial, transportation, consumer products, and construction markets and aftermarkets. With headquarters in Pittsburgh, PPG operates in more than 60 countries around the globe. Sales in 2009 were \$12.2 billion. PPG shares are traded on the New York Stock Exchange (symbol: PPG). For more information, visit www.ppg.com.