

Press Release

FOR IMMEDIATE RELEASE:

PPG ANNOUNCES SEMA EXHIBIT HIGHLIGHTS

**Celebrity painters, custom guitars, show cars, classes,
new waterborne midcoat, and much more**

STRONGSVILLE, Ohio – October 14, 2010—PPG is pulling out all the stops for an upbeat presence at the 2010 SEMA show in Las Vegas, Nevada at the Las Vegas Convention Center November 2 – 5. PPG will have extensive displays both inside – at booth #24813 – and outside – in the Silver Lot #9. A retro 1950's theme and décor will set the tone for PPG's active participation in the four-day event. Celebrity painters, an expansive variety of custom vehicles, custom-painted guitars, industry classes, the new *Vibrance Collection*[®] waterborne midcoat, and more will be featured.

Celebrity painters Gene Winfield, Charley Hutton, and Dave and Jody Perewitz will be in attendance at the PPG indoor and outdoor exhibits. Winfield, regarded as a living legend, is one of the world's premier custom car painters and builders. Hutton and Dave Perewitz are recognized for their spectacular custom paint schemes. Jody Perewitz, Dave's daughter, is blazing her own distinctive custom paint path. All four will be on hand to sign autographs and discuss their techniques for painting with PPG *Vibrance Collection* custom finishes and *Envirobase*[®] *High Performance* waterborne coatings.

The PPG indoor booth will display two remarkable PPG-painted, 1959 Cadillac Coupe DeVille show cars – “WildCad,” a purple model radically customized by Gene Winfield and a custom restoration, this one yellow, by Todd Lewis of Xtreme Restorations, Slatersville, Rhode Island.

An exhibit of rock ‘n’ roll era guitars distinctively decorated by superstar painters of the custom car world will also be showcased. Artists include Mitch and Tom Kelly of Kelly & Son – the Crazy Painters, Charles Armstrong, Auto Art Studios, Dave Garcia, Dave Garcia Kustom, Keith Hanson, Hanson Custom Design, Charley Hutton, Charley Hutton's Color Studio, Fred Sicoli, Killer Kreations, Dave Perewitz, Perewitz Cycle Fabrication and PPG's own Paul Stoll, John Snyder, and Chris Springer. Each has given his unique twist to these note-worthy instruments.

PPG will present several valuable industry-related classes show visitors may attend. Schedule, topic and location follow.

Tuesday, November 2

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| • 1pm-1:30pm | MVP Programs | Room N262 |
| • 3pm-3:30pm | Custom Painting with Charley Hutton | Room N262 |

Wednesday, November 3

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| • 1pm-1:30pm | PPG Waterborne with Doug Beuke | Room N262 |
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Thursday, November 4

- | | | |
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| • 1pm-1:30pm | Dave and Jody Perewitz, Perewitz Cycle Fabrication | Room N262 |
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The new *Vibrance Collection* VWM5556 Waterborne Midcoat, specifically designed for use with PPG's environmentally-friendly, waterborne basecoat systems will be showcased with PPG representatives on hand to answer questions about it and other PPG products.

In keeping with the '50's theme, PPG will also present several special events, spring a few surprises and distribute giveaways to attendees.

Outside, in Silver Lot #9, PPG will exhibit additional PPG-painted custom vehicles. The PPG Show Truck with its new colorfully eye-catching paint scheme by Paul Stoll and Mitch and Tom Kelly will be on view. Steve Hale's Green Machine, an environmentally friendly, 100% propane-powered, customized 1956 F-100 pickup sporting a dazzling paint scheme with PPG's VOC-compliant *Envirobase*® *High Performance* waterborne coatings and the *Vibrance Collection*® finishes can also be seen here.

The SEMA Show is the world's premier automotive specialty products event. It is open exclusively to members of the industry. The show attracts participants from around the world. More than 100,000 people from over 100 countries are expected to attend the 2010 event.

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

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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.



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