

**PURDY® LAUNCHES NEW PURDY.COM, *THE* PRIMARY DESTINATION FOR
PRODUCT INFORMATION, TOOL SELECTION AND PROJECT TIPS**

*Website Designed With Enhanced Functionality, And User-friendly Navigation, Providing The
Same Premium Quality Experience That Purdy Does With Its Products*

CLEVELAND – Purdy®, the leading manufacturer of professional painting applicators and tools, has launched the new Purdy.com, the premier, quality destination for professional painters and DIYers looking for extensive product information, how-to videos, ratings and reviews, and a visual experience that matches your viewing preference.

A visually appealing homepage strives to communicate the quality and craftsmanship that Purdy has come to be known for in the industry and with professional painters, while easy, clear navigation directs visitors to more information pertinent to their specific needs.

"The Purdy brand and its products are known for innovation and performance, and our website is a natural extension of those characteristics and thus we are excited about the redesign," said Lisa Grdina, Purdy brand manager. "We've optimized the experience with this site to provide new and returning visitors a compelling brand experience while supporting their research and purchase needs in a user-friendly way."

Existing or New Products

Products have been organized and are presented in a way that reflects how consumers intuitively search and want to be provided information. Additionally we have a specific area for new products so you can access the latest addition to the Purdy product family and not spend more time than you want on the site.

Find the Right Tool

Designed to better serve professional painters and serious DIYers, the site contains extensive product data and information. What type of surface are you painting? What kind of paint are you using? This enhanced Tool Selector guide takes the guesswork out and helps you quickly and easily find the right tool for the job. Additionally, Purdy's entire product portfolio is easy to browse through via the downloadable Purdy catalog.

Ratings & Reviews

Visitors can also submit their own ratings and reviews of Purdy products directly on the site. These peer reviews are then housed on Purdy.com for others to view and share, strengthening the shopping experience and online buyer confidence.

The easy-to-navigate website is now optimized (responsive design) so information is easily viewable via desktop computer, tablet or mobile device. To view the site's newest offerings or for information on Purdy products, please visit Purdy.com.

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About Purdy

Purdy is the leading manufacturer of professional painting applicators for paint and decorating projects, delivering innovative products that provide the perfect finish. For more than 85 years, professional painters and skilled do-it-yourselfers have looked to Purdy for high-quality, handcrafted tools. Purdy offers premium paintbrushes, roller covers, extension poles, surface-preparation tools and paint accessories for almost every application. Purdy strives on its commitment to quality, durability and performance. PROS demand...PURDY delivers.

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