



LOWE'S AWARDS VALSPAR FOR BREAKTHROUGH INNOVATION

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CHICAGO, Nov. 25, 2014 /PRNewswire/ -- Valspar, the nation's most widely distributed paint brand, has received an Innovative Partner of the Year Award from Lowe's for its introduction of super premium Valspar Reserve® paint. The line of ultra durable interior and exterior paint and primers has proven to be a standout in the category. Lowe's annually recognizes a select group of vendor partners who've set the bar highest in pioneering products that help consumers realize their home improvement goals. Valspar Reserve was selected for its revolutionary combination of delivering the ultimate in color and performance through Valspar's new, advanced HydroChroma coloring system.

"We are thrilled to be recognized by Lowe's as we continue to expand our vision through new cutting-edge products like Valspar Reserve," said Heidi Petz, vice president of marketing at Valspar. "Durability, performance and quality are the pillars of our product development process. We're continually driven to create the most advanced, best-in-class paint products in the market, and Reserve is proof of that."

The interior and exterior paint collection, which was rolled out in May with three sheens, offers customers an exceptionally high caliber of color accuracy while maintaining zero VOC and low odor characteristics, a feature that spurred Lowe's to upgrade its tinting technology in stores nationwide to Valspar's exclusive HydroChroma platform. According to Petz, the instantaneous sales success has already led to two line extensions – Valspar Reserve Ceiling Paint, a fifth wall solution that can be found in stores now, and the designer-coveted eggshell finish which will be available March 2015.

For more information about Valspar Reserve Paint + Primer with HydroChroma Technology, visit valsparpaint.com/reserve or Lowe.com/reserve.

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About The Valspar Corporation

The Valspar Corporation (VAL) is a global leader in the paint and coatings industry. Since 1806, Valspar has been dedicated to bringing customers the latest innovations, the finest quality and the best customer service in the coatings industry.

About Lowe's

Lowe's Companies, Inc. (LOW) is a FORTUNE® 100 home improvement company serving approximately 15 million customers a week in the United States, Canada and Mexico. With fiscal year 2013 sales of \$53.4 billion, Lowe's has more than 1,830 home improvement and hardware stores and 260,000 employees. Founded in 1946 and based in Mooresville, N.C., Lowe's supports the communities it serves through programs that focus on K-12 public education and community improvement projects. For more information, visit Lowe.com.

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