



Media Contact: Thom Davis
tdavis@microblend.com
(480) 831-0757

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MICROBLEND[®] ENTERS LATIN AMERICA WITH INNOVATIVE AUTOMATIC PAINT FACTORY[®] SYSTEM

GILBERT, AZ. (October X, 2010) – MicroBlend Inc. has entered the Latin American market with the installation of its' revolutionary paint systems in Sodimac stores in Colombia. Sodimac is the leading home improvement retailer in Latin America. They currently have 100 large format locations in Columbia, Chile, Argentina and Peru and expansion continues throughout Latin America. The MicroBlend partnership will strengthen Sodimac's existing leadership in the architectural paint market. Sodimac pioneered the use of captive brands in paint retailing in Latin American with introduction of Glam Kolor brand paints initially in their Chilean locations. Incorporation of the MicroBlend system continues the history of innovation Sodimac offers their customers in the construction and home improvement markets.

MicroBlend[®] has installed the latest version of its patented Paint Factory[®] system, introducing the paint industry and the Sodimac stores to several new innovations to its proven technologies. These innovations include benefits for consumers as well as the retailer. Customers benefit from every product always being in stock, superior color matching, vastly greater color selection, faster service, more selection in sheens, quality levels and sizes. Expanded size selection reduces the number of containers actually used thus improving customer value by matching the job need to the amount of paint purchased. This reduces waste and is only a part of the much larger end to end approach the MicroBlend[®] system brings to the green story for sales of architectural paints. The latest version of the Paint Factory[®] provides higher dispense capacity allowing the Sodimac stores to easily compete and win large commercial orders with superior service, color matching and selection. Orders from one quart to 1500 gallons can be made quickly without special advance ordering or planning. Sodimac has expanded the Glam Kolor brand choices in quality levels to three, doubled the number of sheens available and now offer over 50,000 new colors.

This latest MicroBlend Paint Factory[®] system also features a new modular design requiring less space and 72% reduction in installation time. MicroBlend[®] also eliminated the need for specialized fixtures, further reducing system costs and installation requirements versus previous installations. A new supply system improves dispense speed and accuracy utilizing pumps

manufactured in Europe. Numerous other innovations further improve and automate inventory management and reduce system maintenance costs. While existing system reliability was over 99%, these innovations will improve upon this already impressive service level.

Today, MicroBlend® exports everything to Colombia that is needed to install and operate the Paint Factory® system. Dispensing equipment includes six special pumps manufactured in Europe with everything else manufactured and assembled in the USA. Fabrication of certain parts and all subsystem assembly occurs in Gilbert, Arizona. The key to the paint is the patented process of dispensing specific components in the blending of the specific paint ordered by a customer. These liquid components are manufactured in Gilbert, AZ for export to MicroBlend S.A. in Colombia. As expansion progresses some manufacturing will transition to Latin America for improving cost structures and customer value.

MicroBlend® is an Arizona-based paint company that offers innovative paint on demand systems and solutions for commercial and retail applications. The company has developed patented technologies and forged strategic partnerships with the purpose of dramatically improving convenience, performance and service for the paint consumer. All MicroBlend® paints are low odor and low VOC, and the revolutionary process reduces waste at every stage of the manufacturing and distribution processes, making the paint environmentally friendly from start to finish. MicroBlend® is changing the way the world buys and thinks about paint by revolutionizing the process for general consumers, mass market retailers, contractors, homebuilders, resort and hospitality companies, industrial facilities and government complexes.

For more information visit www.MicroBlend.com

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