

# Exhibit B



**THE BENJAMIN MOORE® ADVANTAGE:**

- Over 5,000 independent retailers and 200+ field & architectural representatives ready to help you
- A full selection of premium products for every job
- An architectural support program to help you specify the right products for any job
- On-site specification and inspection help for complicated or difficult jobs
- Value-added business programs and services for professional contractors
- The colors designers prefer



Benjamin Moore® is a proud member of the U.S. Green Building Council, a nonprofit organization of building industry leaders working to make environmentally responsible, profitable, and healthy buildings.

Contact your Benjamin Moore representative to learn more about Waterborne Satin Impervo® and the Benjamin Moore advantage.

To find a representative in your area, visit [benjaminmoore.com](http://benjaminmoore.com) or call 1-866-708-9180.

# AVAILABLE FINISHES



## FEATURES

- Zero VOCs\*
- Zero emissions with no harsh fumes\*\*
- Self-priming on most surfaces
- Dries fast for quicker return to service
- Excellent adhesion with a durable finish
- Available in over 3500 colors

## TECHNICAL DATA

FINISH	CODE	VEHICLE TYPE	VOLUME SOLIDS %	COVERAGE Sq.Ft./Gallon	DRY TIME	VOC Grams/liter
Flat	0512	100% Acrylic Latex	45.5	375-425	Set to the touch 30 mins., To re-coat 1 to 2 hours	0
Eggshell	0513	100% Acrylic Latex	44.0	375-425	Set to the touch 30 mins., To re-coat 1 to 2 hours	0
Semi-Gloss	0514	100% Acrylic Latex	37.0	375-425	Set to the touch 30 mins., To re-coat 1 to 2 hours	0

*Natura® Zero VOC primer is available under our Fresh Start® line of primers. Safety Data Sheets and Technical Data Sheets are available at [benjaminmoore.com](http://benjaminmoore.com).*



The Green Promise® designation is Benjamin Moore's assurance that its environmentally friendly coatings meet and often exceed the strictest industry standards.

Natura US Patent No. 8,507,579 • Gennex® colorants U.S. Patent No. 7,402,627 & 7,750,074

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\*Zero VOC according to EPA Method 24

\*\*Zero emissions and/or no harsh fumes - No VOC emissions detected according to CDPH/EHLB/Standard Method V1.1, 2010

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# NATURA®

PREMIUM INTERIOR PAINT



## SAFER FOR HOMES, BUILDINGS AND THE ENVIRONMENT.



# GOING BEYOND JUST GREEN



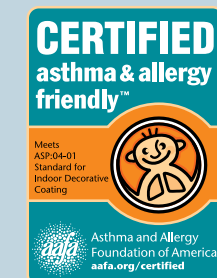
## NATURA IS GREEN WITHOUT COMPROMISE®

With zero VOCs, zero emissions and no harsh fumes\*\*, Natura can have a positive impact on air quality. This is a truly environmentally friendly paint without sacrifice to performance or color integrity.



## INDEPENDENTLY TESTED & CERTIFIED

Natura is Benjamin Moore's most decorated product. Whether you are painting a home, school or a building, you can be confident in knowing you've used the best for your environmentally sensitive project needs.



### 2015 Product of the Year award

This award seeks to guide consumers to products for their quality and innovation by category. It is a consumer-voted award based on a survey of 40,000 consumers conducted by TNS, a global consumer research company. Natura was selected in the Interior Paint category.

### asthma & allergy friendly™

Administered by the Asthma and Allergy Foundation of America, this program seeks to scientifically test and identify consumer products that are more suitable for people with asthma and allergies. For more information, visit [www.aafa.org/certified](http://www.aafa.org/certified).

### Cradle to Cradle Certified™ Silver

Cradle to Cradle Certified™ is a multi-attribute certification program. Products are evaluated for material health, material reutilization, renewable energy use and carbon management, water

stewardship, and social fairness. For more information about the Cradle to Cradle Products Innovation Institute visit [www.C2CCertified.org](http://www.C2CCertified.org).

### Qualifies for LEED® & LEED v4 Credit

The U.S. Green Building Council's rating system for green building leadership awards credit for satisfied prerequisites in design, construction and maintenance. For more information visit [www.usgbc.org](http://www.usgbc.org).

### MPI Green Performance™

Masters Painters Institute educates professionals on products based on performance-based standards and lab testing. Natura meets multiple specifications including those under MPI Green Performance™.

### CHPS (Collaborative for High Performance Schools)

Provides the acceptance criteria for products that help schools meet their green building criteria and deliver environmental benefits to their occupants.

# Exhibit C





## GIRL'S BEDROOM

Natura comes in any color — so you can select a green option for your family that offers zero emissions and virtually no odor without having to compromise on color, or anything else.

## Natura® Zero VOC and Zero Emissions\* Paint



### Beautiful Color. Lasting Durability. None of the other stuff.

Creating a greener and safer life for you and your family should be simple. It should be easy to find environmentally sustainable products that offer exactly what you want - and nothing you don't.

At Benjamin Moore, we're committed to providing environmentally-friendly products that both protect and beautify your home. Natura paint goes beyond zero VOC to offer zero emissions and virtually no odor, so there is nothing standing between you and gorgeous rooms your whole family can enjoy. Its patented manufacturing process was also designed to ensure that there is no compromise on style or results. With Natura, what's good for your walls is even better for your family - and the planet.

[LEARN MORE »](#)

[FIND A STORE »](#)

## "Green Without Compromise®" - what Natura offers

- **Patented manufacturing process** - Natura is produced on a dedicated manufacturing line to ensure virtually no odor and low emissions.
- **Zero VOCs, zero emissions & virtually odorless** - allows you to return to using your space quickly.
- **Unlimited color selection** - going green doesn't mean giving up your options - you can get any Benjamin Moore color in Natura paint.
- **Paint and primer together** - for fast, easy application that requires less product overall.
- **Provides a durable, washable film** - so you can wash and scrub it as needed, and your walls will still look beautiful for years to come.



The Green Good Housekeeping Seal helps consumers choose products that demonstrate environmental responsibility on a wide range of criteria.

In order for a product to earn the Green GH Seal, the product must first earn the primary Good Housekeeping Seal, which signifies that the product has been reviewed by the experts at the Good Housekeeping Institute. It is then evaluated on a wide range of environmental criteria, including reduction of energy and water use in manufacturing, ingredient and product safety, packaging, distribution and the brand's corporate social responsibility. Natura was the first and is currently the only paint to earn the Green Good Housekeeping Seal in the Paints and Coatings category.

Among the features of Natura that stood out in the evaluation process were the absence of VOCs in Natura's base paint and tint colors and its patented manufacturing process - requiring less energy usage and producing less waste.



Products carrying the Green Promise designation indicate the Benjamin Moore assurance that this product is environmentally-friendly and meets - and even exceeds - the strictest industry standards and regulations, while maintaining the premium level of performance you expect from Benjamin Moore.

# Exhibit D



## Natura® Zero-VOC and Zero Emissions\* Paint

Natura Waterborne Interior Paint continues Benjamin Moore's commitment to providing the most environmentally friendly paint. Natura goes beyond zero VOC to offer zero emissions, making it a safer paint for your family and the environment, all without compromise to performance or color selection. Natura is truly "Green Without Compromise®."



 **SAVE** |  **PRINT** |  **SHARE**

### AVAILABLE IN



### Natura Waterborne Interior Paint - Flat Finish

Flat(512)

DOWNLOAD (PDF) :  
[MSDS 512 \(English\)](#) | [MSDS 512 \(Español\)](#)

[TDS 512 \(English\)](#)

Flat

#### FEATURES :

- Virtually odorless
- Zero VOC and zero emissions\*
- Quick return to service
- Now Certified **asthma & allergy friendly™**
- 100% Acrylic
- Provides a durable, washable film
- Spatter-resistant
- Unlimited color selection
- One hour recoat for quick return to service
- Carries the **Green Promise** designation
- Self-priming on most surfaces.
- **Voted 2015 Product of the Year**

*Survey of 40,000 people by TNS  
Interior Paint Category: Natura*

\* Zero VOC according to EPA Method 24. No VOC emissions detected according to CDPH/EHLB/standard method v1.1. 2010

#### ADDITIONAL INFO :

**Available Colors :** All Colors, Ready Mix White

**Sheen (or Gloss) :** Flat

**Cleanup :** Soap and Water

**Resin Type :** Acrylic Latex

**Recommended Use :** Interior



### Natura Waterborne Interior Paint - Eggshell Finish

Eggshell(513)

DOWNLOAD (PDF) :

<a href="#">SDS 513-1X (English)</a>	<a href="#">SDS 513-1X (Español)</a>
<a href="#">SDS 513-2X (English)</a>	<a href="#">SDS 513-2X (Español)</a>
<a href="#">SDS 513-3X (English)</a>	<a href="#">SDS 513-3X (Español)</a>
<a href="#">SDS 513-4X (English)</a>	<a href="#">SDS 513-4X (Español)</a>
<a href="#">SDS 513-01 (English)</a>	<a href="#">SDS 513-01 (Español)</a>

[TDS 513 \(English\)](#)

## Eggshell

### FEATURES :

- Virtually odorless
- Zero VOC and zero emissions\*
- Quick return to service
- Now Certified **asthma & allergy friendly™**
- 100% Acrylic
- Provides a durable, washable film
- Spatter-resistant
- Unlimited color selection
- One hour recoat for quick return to service
- Carries the **Green Promise** designation.
- Self-priming on most surfaces.
- **Voted 2015 Product of the Year**

*Survey of 40,000 people by TNS*

*Interior Paint Category: Natura*

\* Zero VOC according to EPA Method 24. No VOC emissions detected according to CDPH/EHLB/standard method v1.1. 2010

### ADDITIONAL INFO :

**Available Colors :** All Colors, Ready Mix White

**Sheen (or Gloss) :** Eggshell

**Cleanup :** Soap and Water

**Resin Type :** Acrylic Latex

**Recommended Use :** Interior





**Natura Waterborne Interior  
Paint - Semi-Gloss Finish**

Semi-Gloss(514)

DOWNLOAD (PDF) :

[MSDS 514 \(English\)](#) | [MSDS 514 \(Español\)](#)

[TDS 514 \(English\)](#)

## Semi-Gloss

### FEATURES :

- Virtually odorless
- Zero VOC and zero emissions\*
- Quick return to service
- Now Certified **asthma & allergy friendly™**
- 100% Acrylic
- Provides a durable, washable film
- Spatter-resistant
- Unlimited color selection
- One hour recoat for quick return to service
- Carries the [Green Promise](#) designation.
- Self-priming on most surfaces.
- [Voted 2015 Product of the Year](#)

*Survey of 40,000 people by TNS*

*Interior Paint Category: Natura*

\* Zero VOC according to EPA Method 24. No VOC emissions detected according to CDPH/EHLB/standard method v1.1. 2010

### ADDITIONAL INFO :

**Available Colors :** All Colors, Ready Mix White

**Sheen (or Gloss) :** Semi-Gloss

**Cleanup :** Soap and Water

**Resin Type :** Acrylic Latex

**Recommended Use :** Interior

## INNOVATIONS LIKE NO OTHER



### OUR PHILOSOPHY OF CAN

When it comes to paint, we never say can't. Instead, we ask ourselves what more our paint can do and constantly make the impossible, possible.



### PROBLEM SOLVING PAINT

We find ways to make people's lives easier through paint. Whether it's resisting household stains, standing up to the elements, or making things eco-friendly, we're all about solving problems.

### PUT TO THE TEST

We treat our paints badly at our test farm to make sure they'll stand up to whatever life (and Mother Nature) hits them with.



Note: On-screen and printer color representations may vary from actual paint colors.

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# Exhibit E



**Benjamin Moore®**

# NATURA®

PREMIUM INTERIOR PAINT

*- Safer for your family -*



*No harsh fumes*



*Green without compromise®*



*Zero emissions  
Zero VOCs*

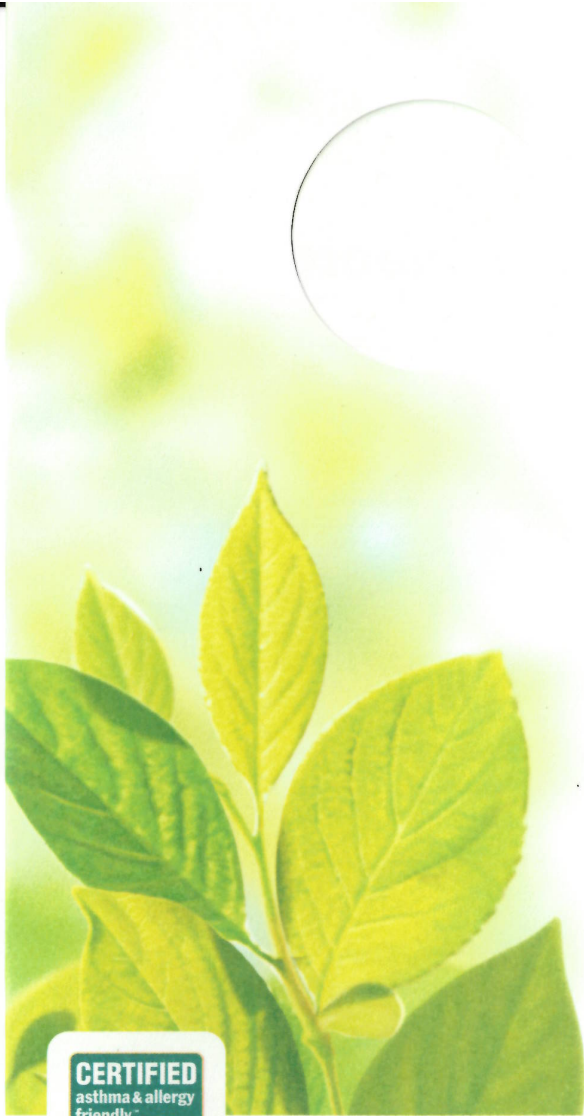
eggshell



**BASE 1 513 1X**

126 FLUID OUNCES 3.726 LITERS





## Benjamin Moore® Natura® Interior Waterborne Paint, Eggshell (513)

### USE

- Eggshell finish for walls and ceilings.
- Tint bases only with Benjamin Moore® Gennex® Waterborne colorant.
- New or previously painted wallboard, plaster, masonry or wallpapered surfaces.
- Primed or previously painted wood or metal, new or coated acoustic ceilings.

### SURFACE PREPARATION

- Surfaces must be clean, dry, and free of wax, grease, scaling paint and mildew.
- Dull glossy areas.
- Remove wall covering if there is evidence of bleeding colors.

### PRIMING

- Self-priming for most surfaces. Consult your retailer if surface is water stained, smoke damaged, grease stained or very slick for special purpose primers.
- Certain deep custom colors may require a Deep Base Primer tinted to a special prescription formula to achieve the desired color.

### APPLICATION

- Paint when surface temperature is above 50° F (10° C).
- Stir thoroughly before use; apply one or two coats with brush, roller or spray.
- For best results, use a Benjamin Moore® premium applicator for latex paints.



<b>COVERAGE</b> (per gallon) 	<b>375-425 sq. ft.</b> (34.9-39.5 sq. meters) on smooth surfaces	<b>DRY TIME</b> 	<b>30 minutes to the touch</b> Recoat after 1-2 hours. Painted surfaces can be washed after 2 weeks; high humidity may prolong drying time.	<b>CLEAN UP</b>  <b>Use soap and water</b> <b>USE COMPLETELY OR DISPOSE OF PROPERLY.</b> Dry empty containers may be recycled in a can recycling program. Local disposal requirements vary; consult your sanitation department or state-designated environmental agency on disposal options.
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### CERTIFICATIONS



In addition to the certifications above, Benjamin Moore's Green Promise® designation means that this product has been tested by independent third parties and meets or exceeds the published chemical restriction and performance criteria included in the standards shown below.

<b>LEED®/LEED V4</b> Low Emitting Product Credit, Building Product Disclosure Credit	<b>CHPS</b> (Collaborative for High Performance Schools)	<b>MPI Green Performance™</b> Master Painters Institute MPI # 144, 144 X-Green	<b>Green Seal™</b> GS-11 2010
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**ENSURE FRESH AIR ENTRY DURING APPLICATION AND DRYING.** Avoid contact with eyes and prolonged or repeated contact with skin. Close container after each use. Wash thoroughly after handling.

**FIRST AID:** In case of eye contact, flush immediately with plenty of water for at least 15 minutes; for skin, wash thoroughly with soap and water. If symptoms persist, seek medical attention. If you experience difficulty breathing, leave the area to obtain fresh air. If continued difficulty is experienced, get medical attention immediately.

**IN CASE OF SPILL** – Absorb with inert material and dispose of as specified under "Clean Up."

**KEEP OUT OF REACH OF CHILDREN**

**PROTECT FROM FREEZING**  
Refer to Material Safety Data Sheet for additional health and safety information.

 No harsh fumes - Zero emissions detected according to CDPH/EHLB/Standard Method V1.1, 2010

 Zero emissions detected according to CDPH/EHLB/Standard Method V1.1, 2010

 Zero VOCs according to EPA Method 24

**WARRANTY:** We warrant satisfactory results if used according to label directions. If not satisfied return the unused portion to place of purchase with sales receipt. Material will be replaced or purchase price will be refunded. Since we have no control over surface preparation or application, THIS WARRANTY DOES NOT INCLUDE COST OF LABOR FOR APPLICATION OF PAINT. BENJAMIN MOORE SHALL IN NO EVENT BE LIABLE FOR INDIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES. SOME STATES DO NOT ALLOW THE EXCLUSION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE LIMITATIONS OR EXCLUSIONS CONTAINED IN THE ABOVE WARRANTY MAY NOT APPLY TO YOU. This warranty gives you specific legal rights. You may also have other rights which vary from state to state.

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Gennex® colorants U.S. Patent No. 7,402,627 & 7,750,074  
Natura® US Patent No. 8,507,579

Printed on 100% post-consumer paper  
Made in USA





# Exhibit F

# NATURA®

PREMIUM INTERIOR PAINT

## GREEN WITHOUT COMPROMISE™

Natura® continues Benjamin Moore's commitment to innovation by providing our most decorated and environmentally friendly paint. Natura® is safer for your family and the environment while still providing a durable, beautiful finish.

- Zero VOCs\* and zero emissions\*\* with no harsh fumes\*\*\*
- Self-priming on most surfaces
- Dries fast for quicker return to service
- Excellent adhesion with a durable finish

### Customer Profile:

- Consumers who seek an environmentally-friendly paint, and are unwilling to compromise on performance or color integrity
- Consumers looking for a paint that is more suitable for people with allergies
- Residential contractors needing a high performing green, zero VOC\* paint to meet their clients' needs
- Architects, designers, and specifiers seeking a premium quality product which meets LEED®, MPI and CHPS standards

**Available Sheens:** Flat, Eggshell and Semi-Gloss

**Available Colors:** Available in four bases. Can be tinted in thousands of colors.

**Cleanup:** Soap and water

**Recommended Use:** Natura® is ideal for residential or commercial applications where a zero-VOC\* paint with low emissions is desired. It's perfect for residential homes, hospitals, healthcare facilities, LEED® certified facilities and green buildings.

**Competitive Advantage:** "Certified asthma & allergy friendly"™ now joins Natura's® other recognitions and accolades; Natura® is truly Green Without Compromise®.

### Awards and Certifications:



\*Zero VOC according to EPA Method 24

\*\*Zero emissions detected according to CDPH/EHLB/Standard Method VI.1, 2010

\*\*\*No harsh fumes - Zero emissions detected according to CDPH/EHLB/Standard Method VI.1, 2010

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# Exhibit G

# Natura®

## Waterborne Interior Paint



### The Program

The Natura advertising program will build consumer awareness and drive foot traffic to local retailers, ultimately supporting sales of Natura. There are several new programs and initiatives that will establish Natura's long term growth so that it continues to be our flagship green product, especially in light of the growing demand for green products.

#### Why Natura?

Natura was one of the first products in the industry to be a true zero VOC product. However, Natura is more than just zero VOCs.

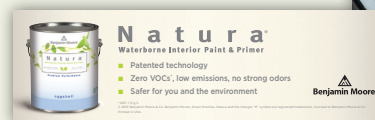
Natura also offers unique benefits including:

- Patented manufacturing, odor and emission technology
- Low emissions
- Lowest odors – No harsh chemical smell
- Segregated and proprietary manufacturing process that uses exclusive resin
- Meets or exceeds the most comprehensive environmental testing standards in the industry
- The first paint to earn the Green Good Housekeeping seal

### National Advertising

Benjamin Moore will be leveraging multiple media outlets to gain visibility and provide consumer education about Natura, Benjamin Moore's greenest product.

- Shades of Green – an educational TV program devoted to the advancement of renewable energy and sustainable living
  - 4-6 minute feature on Discovery (Dish/Direct TV) and CNN Airport
  - 30 second commercial spots
- Good Housekeeping print and digital advertising
- Digital Experience
  - Natura landing page
  - Expanded key work search buy
  - Display ads
- PR outreach behind patent
- Trade shows



### Retail Support

- Print, digital and social media assets
- 100% co-op reimbursement when select Natura ad slicks are utilized
- Free Natura 2013 POP Kit
  - Window Poster, End Cap Kit, Color Preview Studio Graphic, Bail Hangers and Shelf Talker
  - Available for order to all Natura dealers on [www.mybenjaminmoore.com](http://www.mybenjaminmoore.com)
- Please note that coupons cannot be utilized on these ads

\*VOC < 5 g/L

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