

NEWS

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DAP IS TOP CHOICE IN ANNUAL BRAND STUDY

Builder Magazine Reports DAP Number One in Brand Familiarity and Usage

BALTIMORE (April 27, 2010) – For the sixth time in nine years, DAP Products Inc. has secured the premiere position in brand familiarity for caulks and sealants and the brand of caulks and sealants used in the last two years, according to *Builder Magazine's* 2010 Brand Use Study.

“We are proud to be consistently selected as the “professional’s choice” and a top brand in *Builder Magazine's* study,” said David Fuller, Vice President of Marketing. “Professionals recognize DAP and our high-quality, innovative products as something they can trust on the job site.”

Available in retail outlets and the independent channel across North America, DAP continues to be a pioneer in the caulk and sealants industry. The launch of innovative products like DAP[®] 3.0[™] Advanced Sealants with Kwik Dry[®] Technology and DAP[®] Alex Fast Dry[®] 40 Minute Dry Time, DAP[®] offer professionals worry-free solutions in a time and money saving manner to maximize effectiveness on the job. They carry on a tradition established by DAP with such brands as Alex Plus[®], Dynaflex 230[®] and Alex Ultra[®] 230 which are well known and trusted by builders.

The caulk and sealant manufacturer also continues to play a key role in the home weatherization movement currently being propelled by HOME STAR (aka Cash for Caulkers). Many DAP caulks and sealants can be used to seal air leaks to help improve energy efficiency. For example, the company recently launched DAP[®] EnergySaver[™] High Performance Air Leak & Gap Sealant, which features premium flexibility and adhesion for joint movement, allowing it to expand and contract with temperature fluctuations without cracking or shrinking. In addition, the cartridge packaging contains 45 percent post-consumer recycled content by weight for a more sustainable option.

The Brand Use Study was conducted by Hanley Wood Publishing along with Readex, a leading research firm, using a sample of 10,800 *Builder Magazine* readers.



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About DAP Products Inc.

DAP markets reliable, long-lasting products for contractors and do-it-yourselfers. Headquartered in Baltimore, MD, DAP is a leading marketer of caulks, sealants, adhesives, insulating foam, spackling, glazing, and other general patch and repair products. For more information about our products visit our website at DAP.com. To learn about home weatherization, visit sealyourhome.info. DAP Products Inc. also sponsors the DAP Help Line, a seven-day-a-week consumer hotline, 1-888-DAP-TIPS (1-888-327-8477).

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