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For Immediate Release

RAE Exhibits Full Line of Retail Traffic & Zone Marking Paints

*Professional 'Contractor-Only' Striping and Zone Paints are
Now Available for Retailer Distribution.*

NATIONAL HARDWARE SHOW, LAS VEGAS - MAY 5-7, 2009 - RAE Products & Chemicals Corp., a recognized leader in high-performance contractor-grade traffic & zone marking paints has finally introduced that same high-quality paint to the retail market. RAE's marking paints are a much higher quality product than most of the marking paints now available at the retail level. With this new move, retailers can now offer the same high-performance marking paints that meet the demanding needs of contractors and municipalities.

For decades, RAE has won numerous government bids and contracts, and has been the sole-source of many high-end contractors - due mainly to two big reasons: RAE offers paints made with only the highest quality pigments and resins available, and at very competitive prices. "Other paint companies formulate heavily with fillers and extenders to stretch their product to make more profit... by not doing this, this is where RAE excel's." said Donna Gruenberg, WBE president and CEO.

RAE see's the potential for retailers to capture a market-share of the contractor paint business that it couldn't previously cater too. With most retail paint and hardware stores previously only able to offer a very low-grade latex marking paint, contractors had to take their business to contractor supply channels, in many cases, very far from their locations. By adding the convenience of local pick-up at a retail hardware store - this not only affords contractors with the ability to re-stock quickly and easily, but brings added traffic to the retail store as well.

RAE's full line of marking paints includes three different resin systems: 100% Acrylic Latex, Alkyd, and Chlorinated Rubber - and are available in stock colors of yellow, white, blue, red, and black: packaged in one-gallon and five-gallon containers. Most contractors know the difference between these resin systems and use different products for different applications. For example: a freshly coated parking lot with new sealcoat should be striped with latex acrylic marking paint, while lines or crosswalks that were painted previously will last much longer and perform better using the alkyd or chlorinated rubber marking paints.

RAE Products & Chemicals Corporation's retail dealer program offers support for material and advertising by providing various business promotions, such as posters, brochures and banners. "For not very much more," Donna says, "RAE can private label paint with the dealer's company logo and information right on the label". In fact, with over 350 different formulations, RAE can provide even different variations of products, geared for different regions of the country. For instance, the contractors in parts of Las Vegas, NV prefer a higher gloss red zone marking paint with UV inhibitors.

Flexibility to offer such a wide range of product variations in marking paints, gives RAE Products & Chemicals a unique perspective on the market.