



## ColorSmart By BEHR™ Mobile Application Now Available for Android™ and iPhone®

### Application Offers Consumers On-the-Go Color Matching, Inspiration

**Taylor, Mich. (October 3, 2011)** -Behr Process Corporation, a Masco company, has introduced ColorSmart by BEHR™ Mobile application, now available on both Android™ and iPhone® mobile devices. The app offers consumers an on-the-go platform to find the perfect colors for any home decorating project at the touch of a finger. Plus, it features the capability to decorate a room image digitally with touch-and-tap technology and preview color on walls, trim and accents so consumers can act upon what inspires them in the moment before they shop. Whether it's a blue sky in the park, a vivid red sweater or a flowing lavender curtain, the ColorSmart by BEHR Mobile application enables users to explore and select color immediately.

"BEHR.com provides a unique experience for do-it-yourselfers to become their own color expert," said Joe Richardson, senior vice president of professional products and services for Behr Process Corporation. "We have now harnessed this ability and expertise on-the-go with the new ColorSmart by BEHR Mobile application that makes every user design-savvy at anytime and from anywhere."

Incorporating the color selection, coordination and preview features from ColorSmart by BEHR online at [behr.com](http://behr.com), ColorSmart by BEHR Mobile has many easy-to-use features for selecting the perfect color palette, including:

- **Explore Color** - Browse BEHR's Premium Plus Ultra® and Premium Plus® range of more than 2,000 colors. Users can search for colors by browsing through color families or by entering a BEHR color name or number. Once a color is selected, a user can further coordinate or preview the color in a room image.
- **Photo Match** - Take a photo or use an existing photo from a user's personal gallery. Tap on an area in the photo, and the application will pull up the three closest matching paint colors.
- **Preview Colors** - Users can access interior and exterior images in a variety of styles within the application in order to test their color choices by painting the walls, trims and accents. Zoom in to see details of the photo or remove a color and add another for the perfect color combination. Consumers can share their color selections with friends and family by posting it on their Twitter and Facebook pages. Projects can also be saved to BEHR.com.
- **Favorites and More** - Favorites was created for the user to be able to save their favorite colors, coordinated palettes, and room images. In addition, the application provides users with a handy paint calculator to help figure out how much paint to purchase, and a store locator to get directions to the nearest The Home Depot store.

The ColorSmart by BEHR Mobile application is available as a free [download](#) in both the Android Market and Apple iTunes® App Store. For more information about the application and how to use it, visit [behr.com/colorsartmobilepr](http://behr.com/colorsartmobilepr).

#### About Masco Corporation

Masco Corporation is one of the world's largest manufacturers of brand-name consumer products for the home and family, including Behr® paint, BrassCraft® water supply products, Delta® and Hansgrohe® faucets, bath and shower fixtures, KraftMaid®, Merillat® and Quality™ cabinets and Milgard® windows and doors. Masco is also a leading provider of services that include the installation of insulation and other building products through Masco Contractor Services and Masco Home Services. For more information on the Masco family of brands, visit [www.masco.com](http://www.masco.com).

#### About Behr Process Corporation

Founded in 1947, Behr Process Corporation is one of the largest suppliers of architectural paint and exterior wood care products to the United States and Canadian do-it-yourself markets. BEHR manufactures paints, decorative finishes, primers, stains and surface preparation products, which are sold exclusively at The Home Depot. BEHR is a subsidiary of Masco Corporation (NYSE: MAS) and is headquartered in Santa Ana, CA.

#### Contact

Karen Mendelsohn  
Vice President - Sales & Marketing  
313.792.6708  
[karen\\_mendelsohn@mascohq.com](mailto:karen_mendelsohn@mascohq.com)