



NEWS RELEASE

For Immediate Release

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Introducing Bulls Eye 1-2-3® Spray: The Spray Primer for all Surfaces

Somerset, NJ – Zinsser proprietary stain-blocking technology is now available in an all surface, all purpose primer aerosol spray -- Bulls Eye 1-2-3® Spray.

The perfect primer for small projects or hard-to-reach areas, this 13-ounce aerosol features an advanced spray system that allows you to spray at any angle, even upside down. And the comfort spray tip features a wider finger pad to reduce the finger fatigue caused by continuous spraying.

Ideal for use on any interior or exterior surface and over or under oil-base or latex paint, Bulls Eye 1-2-3 Spray features a very low odor formula that hides dark colors and blocks stains from water, smoke, nicotine, crayon, tannin, graffiti and other common stains. It seals porous surfaces like wood, drywall, cured plaster and brick for better top coat coverage and a more even finish and is great for high pH surfaces like concrete, stucco and joint and textures compounds.

Bulls Eye 1-2-3 Spray offers great leveling properties and dries to a smooth bright white finish with great enamel hold out. It dries to the touch in minutes and can be recoated in just one hour.

For more information about Bulls Eye 1-2-3® Spray or the complete line of Zinsser high performance primer-sealers, visit www.zinsser.com.

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About Rust-Oleum:

One of America's most recognized and trusted names, Rust-Oleum is the number one brand of small project paints. Its brands and products span the consumer and industrial small project paints, specialty coatings, concrete coatings and wood care categories and include such trusted names as Rust-Oleum®, Stops Rust®, Painter's Touch®, American Accents®, EPOXYShield® and Varathane®. Brands managed by Rust-Oleum include Zinsser, Wolman Wood Care Products, Modern Masters and Watco.