

HOUSE OF KOLOR PRESENTS THE SCARAB

HOUSE OF KOLOR'S NEWSLETTER

DECEMBER 2006

INSIDE THIS ISSUE:

- SEMA Show 2006 Wrap-up
- House of Kolor®'s new Products Release
- House of Kolor®'s Vinyl Banner Promotion
- Prestigious Painter 2007 award winners

HOUSE OF KOLOR

210 Crosby Street
Picayune, MS 39466



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House of Kolor® drag car draws a crowd

SEMA Show a Success for House of Kolor®

Las Vegas, NV - The Las Vegas Convention Center was the place to be for the 2006 Specialty Equipment Market Association (SEMA) show October 31 - November 3, 2006, and House of Kolor® was the center of attention. Crowds by the thousands

Air Syndicate, Bakersfield, CA), Mike Lavallee (Killer Paint, Snohomish, WA), Steve Vandemon (Vandemon Absolute Custom Paint, Anaheim, CA), and Mike "Wet" Willey (Wet Willey Hot Rod Art, Tulsa, OK) appear in the booth, along with several instructors from the Airbrush Action Getaway circuit. Booth visitors were treated to live airbrush demonstrations where some were fortunate enough to walk out with a custom T-shirt design by Deborah Mahan, Craig Fraser and Mike Lavellee. While others were treated to instructional pin stripping Demos by Steve Vandemon. Others received limited edition 2007 SEMA calendars, personally autographed by the artists themselves.



visited the House of Kolor® booth to gaze at the custom painted vehicles, designer artist panels, live airbrush demonstrations, new product displays, and autograph sessions from some of the top painters in the industry.

Jon Kosmoski's '32 Ford Roadster positioned under the House of Kolor® SEMA tower.

The centerpiece of the booth this year was Jon Kosmoski's 1932 Ford Roadster, completely built and painted by the master himself. With the 75th anniversary of this legend of the hot rod world approaching, Jon Kosmoski was honored and proud to display his latest achievement, which featured a classic paint scheme incorporating the various particle sizes of House of Kolor®'s MBC Metallic Basecoat line. Under the 16' House of Kolor® arch, Kosmoski himself lead several lectures and demonstrations on the importance of using the complete House of Kolor® system.

House of Kolor®'s booth also featured members of the Don Schumacher racing team (including Richie Stevens), as well as the new 50th Anniversary Dodge Mopar/Oakley drag car, featuring the "Scarab Splat" design by Banshie Studios. 2005 NHRA POWERade Drag Racing Series Funny Car champion driver Gary Scelzi was also on hand, signing autographs and granting photo sessions with his beautiful new car.

The 2006 SEMA show was a success for House of Kolor®, and we look forward to seeing you in our booth next year.

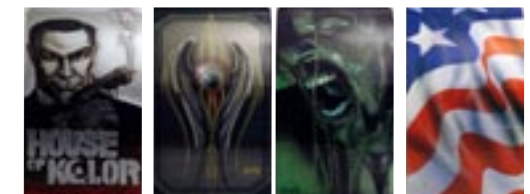


Mike Willey's V8 Bike Mike Lavellee's Fridge



Kal Concepts / Air Syndicate Cobolt

Along with Jon Kosmoski's expertise, House of Kolor® was pleased to have master custom painters Craig Fraser and Deborah Mahan (Kal Concepts/



House of Kolor®'s New Products

House of Kolor® is pleased to introduce 6 exciting new products:



KOSMIC DRY PEARL
KOP2007 TURQUOISE
UNDERGLAZ BLACK & WHITE

MBC04 METAJULS PRISM EFFECT: the newest addition to the MetaJuls line. MBC04 has similar grind size and is used as a metallic color coat, but the similarities end there. Prism Effect actually emits a rainbow-like prism color shift. This optical illusion creates both subtle and vibrant colors that are unlike anything you've ever seen before. This product begs for experimentation with different Shimrin® Basecoats. MBC04 is meant for the painter who wants to separate himself from the crowd.

KDP2007 TURQUOISE KOSMIC PEARL: this new addition to the Kosmic Pearl series is probably the most vibrant turquoise you will ever see. This Kosmic Pearl can be added to urethane enamels or to a first Kandy coat and features incredible eye-catching brilliance and brightness in the sunlight. The color shift is also very good. You won't see turquoise anywhere that compares to this.

KOP9 - KOP12 NEW KAMELEON OPALS: the newest addition to the KOP series, Kameleon Opals are easy to disperse powders that dry to an ultra-smooth, wet-looking Kameleon finish. The best part about the Opals is that they can be blended with Klears or White Pearl Basecoat to create great-looking color coats, or they can be blended with colored Pearl Basecoats to create fantastic colors with amazing hue-like shifts. You can even work them in with Marblizer for completely different effects. The possibilities are endless with these colors, and they will show off your creative skills and achieve better coverage than you would ever expect from a dry product. In addition to KOP1 - KOP4 (released in April 2006), you can now add KOP9 (Honey Blush), KOP10 (Shady Green), KOP11 (Burnt Lime), and KOP12 (Plum Blue) to your color pallet.

In keeping with our legacy, House of Kolor® brings you the most innovative and edgy products from the highest quality pigments in the industry. We appreciate your comments and suggestions, and our ever-increasing product selection is proof positive that House of Kolor® is designed with the painter in mind. If you have any questions or comments, please contact our customer service department at (800) 845-2500.

House of Kolor®'s Vinyl Banner Promotion



House of Kolor® is proud to offer our End User shops a free vinyl banner with a qualifying purchase! When your shop orders \$500 of any combination of House of Kolor® Primers, Sealers, and Klears, you will receive one new House of Kolor® vinyl banner featuring the fireball design.

House of Kolor® is the only custom paint system on the market designed from the ground up. Experienced painters know that substituting refinish primers, sealers, and clears weakens the whole chain. That's why House of Kolor® is rewarding users of our system with this brand new, re-designed banner!

To claim your free banner, clip the UPC codes from your purchased products, Official Registration form (visit our website to download the Registration form). Limit one banner per shop.

House of Kolor®'s new vinyl banner is the perfect centerpiece for your custom paint shop wall. At 46 in. by 68 in., it will let your customers know that you use the finest custom paint in the world. Now in its 50th year, the Scarab is the eternal symbol of quality and respect that can only be found with House of Kolor®.

For more information on this and any other promotions currently offered by House of Kolor®, visit our website and click on the "Promotions" page. Promotions will be added and removed as they become effective or expire, so be sure to visit this page frequently. As always, we appreciate your continued business and we welcome your questions and comments.

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House of Kolor® Announces Winners of the 2007 Prestigious Painter Contest

House of Kolor® is proud to announce the winners of the 2007 Prestigious Painter contest. Now in its eighth successful year, the Prestigious Painter contest has honored over 96 custom painters from more than 5 different countries around the world with an appearance in the Prestigious Painter calendar and a spot in the "Gallery" section of our website (www.houseofkolor.com). Winners of the contest also receive a one-of-a-kind House of Kolor® "hero" jacket, a personalized trophy, and a lifetime of bragging rights as one of the truly elite custom painters in the industry.

The 2007 calendar features a wide variety of vehicles and color schemes, from Robert "Airbrush Guy" Powell's 2006 Hummer H3 featuring a mural dedicated to a fallen soldier of the Iraqi war, to a classic 1923 Ford Hi-Boy Roadster, painted by Mike "Wet" Willey. For Willey, this is his seventh consecutive appearance in the calendar, with eight total projects judged to be the best of the best. This year's collection also features a custom 1966 Ford® Falcon Coupe by Ayman El-Mourad, a low-riding 2002 Chevy® Truck by Jared Crutchfield, a modified 2004 Pontiac® Grand Am by Patrick Childress, and even a stylish 2004 Lancair Super ES Airplane by



Prestigious Painter Calendar 2007

Robert "Black Dog" Benedict, just to name a few.

Judging for the Prestigious Painter contest has always been a fair, objective process. Our judges' panel is made up of a group of master painters and House of Kolor® Technical experts. Judges are given a color photo of each entry with only the entry number to identify the project. Once each judge has chosen their top 12 choices (based on finish quality, including technique, design originality, and artistic merit), we tally up the votes and notify the winners. House of Kolor® Prestigious Painters should take pride in knowing their custom creation was hand selected by an expert panel of judges.

Congratulations to the winners of the 2007 House of Kolor® Prestigious Painter contest. Visit our website to get your copy of the calendar and a copy of the 2008 PPA entry form.

House of Kolor® would like to thank:



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QUALITY KUSTOM FINISHES
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Visit us on the web:
www.houseofkolor.com

Be sure to visit us frequently on our website this year for the latest information from House of Kolor®. Here, you will have access to product descriptions, technical data information, new product releases, updated training schedules, F.A.Q.'s, our gallery section featuring past and present winners of our Prestigious Painter contest, and links to your local House of Kolor® distributors and users. Don't forget to visit our online store, where you can purchase everything from the latest House of Kolor® gear to instructional books and DVD's to calendars, vinyl banners, and playing cards. Now available online are new Promotions pages, features on our Airbrush Program, and a full PDF version of our latest Technical Manual. New items are being added all the time, so visit us early and often.

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Quality Kustom Finishes
since 1956



House of Kolor® Tech Manual -
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