

NEWS

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NEW DAP® 3.0™ ADVANCED SEALANTS DELIVER THE FUTURE OF CAULKING TECHNOLOGY Caulk and Expose to Water After Just 3 Hours!

BALTIMORE (March 3, 2009) – DAP Products Inc. introduces revolutionary DAP® 3.0™ Advanced Sealants, a new family of technically superior sealants that deliver the future of caulking technology. Formulated with innovative Kwik Dry® Technology, DAP® 3.0™ can be exposed to water in just three hours and won't wash out. Not only do they provide washout resistance and worry-free performance, DAP® 3.0™ also provides the benefits expected of a premium sealant to bring you the best of the best in sealant quality. DAP® 3.0™ is all you need to know when it comes to caulking and sealing.

Featuring five distinct sealant options – DAP® 3.0™ Advanced All-Purpose Sealant, Advanced Kitchen & Bath Adhesive Caulk, Advanced Self-Leveling Concrete Sealant, Advanced Gutter & Flash Sealant and Advanced Blacktop & Roof Sealant – the new line offers a variety of caulking solutions for every job, indoors or out, so the job is done once, done perfectly and done for good.

- **DAP® 3.0™ Advanced Sealants are formulated with Kwik Dry® Technology** that allows users to caulk and expose the bead to water after just three hours without washing out; other caulks and sealants may require a 24-36 hour waiting period before exposing to water. This minimal dry time greatly reduces the risk of washout from premature water exposure, so both DIYers and professionals alike can save time and money by finishing the job faster and reducing the chance for errors. For outdoor applications, this also means not having to wait for ideal weather conditions to begin or complete a project. DAP® 3.0™ Advanced Sealants can be applied in extreme weather and temperature ranges (-35°F to 140°F).
- **DAP® 3.0™ is the future of caulking technology**, featuring outstanding flexibility and adhesion so they will not crack or shrink. The permanently waterproof and weatherproof seal is able to expand and contract with temperature fluctuations without cracking or shrinking, and it adheres to a wide variety of common building materials such as wood, metal, glass and vinyl. Offering superior paintability with both latex and oil-based paints, DAP® 3.0™ is also easier to tool and less stringy than premium silicone. Plus, when cured, the sealant is mold and mildew resistant.
- **DAP® 3.0™ helps improve the energy efficiency of a home** while also providing consumers with a greener choice when it comes to caulking and sealant solutions.¹ The waterproof and weatherproof seal that they form makes



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DAP® 3.0™ ideal for sealing out air leaks. This in turn helps conserve energy and save money on utility bills. Plus, this new family of premium sealants has one of the lowest VOC contents on the market today and virtually no odor.

- **DAP® 3.0™ Crystal Clear is a new color option** available in the Advanced All-Purpose and Advanced Kitchen & Bath formulas, providing superior clarity and allowing the beauty of the surface to shine through the sealant compared to other premium silicone sealants. No painting is required for this super clear finish, making it the perfect choice for high-end countertops, vanities and fixtures.
- **Updated packaging and merchandising** conveys a new DAP® 3.0™ branding strategy and is reinforced with a vibrant, eye-catching color scheme that includes bright DayGlo® yellow. Merchandised in an innovative new ship case design that is a first of its kind in the caulk and sealant category, the new packaging will help draw consumers to this premium product line.

DAP® 3.0™ Advanced All-Purpose Sealant is ideal for a wide variety of indoor and outdoor applications, such as sealing windows, door frames, corner joints, siding, trim, molding, pipes, ducts and vents. Plus, it adheres to just about any surface like wood, metal, brick, glass, vinyl, aluminum, concrete, drywall and stone. Available in White and new Crystal Clear, it withstands extreme weather and temperature fluctuations and is perfect for improving a home's energy efficiency.

DAP® 3.0™ Advanced Kitchen & Bath Adhesive Caulk not only saves time but, with the inclusion of MICROBAN® Antimicrobial Product Protection, it fights the growth of stain and odor-causing bacteria, mold and mildew on the caulk, so the caulk is easier to clean and stays cleaner between cleanings. Perfect for caulking and sealing around tubs, showers, sinks, backsplashes, counter tops, fixtures and repairing loose tiles, it is available in Gloss White and new Crystal Clear. It adheres to many surfaces such as ceramic tile, glass, natural stone, vinyl, wood, metal and more.

DAP® 3.0™ Advanced Self-Leveling Concrete Sealant contains a self-leveling formula making it ideal for filling and sealing cracks and gaps in horizontal surfaces like joints, sidewalks, concrete driveways, patios, garage floors, steps and other concrete surfaces. Advanced Self-Leveling Concrete Sealant withstands foot and vehicle traffic after fully cured and it does not crack or swell after weathering. Available in Gray, it adheres to concrete, masonry, mortar, stone, brick, wood and other construction materials.

DAP® 3.0™ Advanced Gutter & Flash Sealant is ideal for sealing gutters, drain spouts, lap joints, flashing, roof vents, aluminum siding and other metal surfaces. It withstands extreme temperature fluctuations without cracking. Available in White, it adheres to aluminum, steel, galvanized surfaces, wood, vinyl, rubber and painted surfaces.

DAP® 3.0™ Advanced Blacktop & Roof Sealant is an asphalt-fortified sealant great for repairing minor roof leaks, asphalt shingles, rolled asphalt roofing, corrugated metal roofing and for sealing around chimneys. You can also use it for sealing cracks in driveways, pavement, parking lots, playgrounds and other asphalt surfaces. It adheres to wood, masonry, fiberglass, metal, stucco and other asphalt surfaces. Available in Black, Advanced Blacktop & Roof Sealant won't run or stain application surfaces.

DAP® 3.0™ Advanced Sealants are all backed by a lifetime guarantee. To find locations where DAP® 3.0™ is available, please visit the "Where to Buy" section of the DAP website at www.dap.com.

¹Visit www.DAP.com's *Building Green Living Green* section and the www.sealyourhome.info microsite for more information on low VOC products and tips on how to make a home more energy efficient.

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 www.DAP.com. 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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