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**BEHRPRO® 2013 SWEEPSTAKES WINNERS AWARDED FULLY-STOCKED TRAILERS AT CONCLUSION OF 18-WEEK MOBILE TOUR**

*Third Annual BehrPro Experience Tour Ends with Celebration Honoring Local Professionals and Promoting Small Business Growth*

**SANTA ANA, Calif.—Dec. 11, 2013**—[*BehrPro*](http://www.behrpro.com)*®*, the Professional Products and Services Group of Behr Process Corporation, today announced the two winners of its 2013 [*BehrPro* Experience Tour](http://behrproexperience.com/) sweepstakes as it closes out an 18-week nationwide mobile tour. Winners Doug Kinder, owner of Kinder Painting Company out of Madisonville, Tenn., and Jeff McCaffery, of Tom Kelly Construction Inc., from Jacksonville, Fla., will be honored during local celebration ceremonies this week. During the events, each winner will be presented with a custom-wrapped trailer and trade tools—a package valued at more than $10,000.

“We feel truly lucky, and grateful, to be receiving a custom trailer stocked with industry tools for our business from *BehrPro*,” said Doug, a residential pro painter. “With our very own, professional trailer, my business is in a better position to grow and organize how it approaches residential jobs of all sizes.”

Doug also plans to better his business by leveraging *BehrPro*’s [Web Enabled Business](http://pro.behr.com/webinvite) (WEB) marketing and website development services to enhance his company’s online presence. WEB offers pre-qualified professionals a step-by-step guide for creating a comprehensive website, equipped with a project gallery, request-a-quote feature, and enhanced SEO—all fully customizable, without design or hosting fees. To learn more about *BehrPro*’s WEB services, available to pre-qualified professionals, visit <http://pro.behr.com/webinvite>.

The 2013 *BehrPro* Experience sweepstakes started in May and coincided with the third annual *BehrPro* Experience Tour, which travelled around the country to showcase the company’s latest products and services developed to support contractors, painters, property managers and remodelers with residential and commercial projects. For a total of 18 weeks, the tour visited cities across the U.S., including Atlanta, Chicago, Dallas, Las Vegas and Miami. Additionally, the team made appearances at popular industry trade shows—including the 2013 National Apartment Association Conference & Exposition and the 2013 Every Building Conference & Expo hosted in San Diego—and select customer appreciation events.

“We’re constantly working to connect with professionals and help our customers, who are both tradesman and small business owners, to grow their businesses and drive customer satisfaction,” said Colin Jaffe, Senior Vice President of Pro Sales for Professional Products and Services at Behr Process Corporation. “We congratulate our sweepstakes winners and are confident that the fully-loaded, wrapped trailers and tools will allow Doug and Jeff to set their businesses apart from the competition.”

At each stop on the tour *BehrPro* sales representatives talked to customers and potential customers about KILZ® and Behr® brand products and *BehrPro* services available to professionals, such as factory tinting to ensure consistent color and free job site delivery. Attendees were also offered product demonstrations of the newly introduced [BEHR MARQUEE™ Exterior Paint and Primer](http://www.behr.com/consumer/products/exterior-paint-and-primer/behr-marquee-flat) and [BEHR PREMIUM DECKOVER®](http://www.behr.com/consumer/products/wood-stains-finishes-cleaners-and-strippers/behr-solid-color-deckover-stain).

“We’ve felt the economy take a toll on our industry and winning this sweepstakes could not have come at a better time for me professionally and personally,” said Jeff, a construction pro who also operates a small painting business. “The trailer and tools will be helpful for the day-to-day activities at my full-time position and also reduce overhead costs for the paint work I do on the side, allowing me to retain more of the profits. Winning this prize from *BehrPro* means I can be more independent and not have to rent or borrow a trailer for future jobs—something I greatly look forward to!”

For information about the sweepstakes winner events or *BehrPro*, media should contact Melody Demel at 619-234-0345 or [behr@formulapr.com](mailto:behr@formulapr.com). Additional details about Behr’s dedication to the professional community can be found on the company’s [website](http://www.behrpro.com/BehrPro/prohome) or by connecting with *BehrPro* on Facebook at [www.Facebook.com/BehrPro](http://www.Facebook.com/BehrPro) and on Twitter: [@BehrPro](http://twitter.com/#!/behrpro).

**About Behr Professional Products & Services Group**

Behr Process Corporation’s Professional Products & Services Groupis dedicated to serving professional painters, contractors and property managers through its *BehrPro®* program. The program features professional-grade coatings, primers, wood stains and waterproofers including BEHR®, BEHR PREMIUM PLUS ULTRA®, BEHR PREMIUM PLUS®, KILZ PRO-X® paints and KILZ® primers. With advanced products and services—such as free job site delivery where available, convenient will-call pick up, factory tinting, pricing discounts through The Home Depot®, color matching plus renderings, expert customer support and business solutions*—BehrPro* offers industry professionals the tools and resources to help them simplify and grow their business. Behr’s professional products can be purchased at [The Home Depot](http://www.thehomedepot.com) with more than 1,900 convenient locations nationwide or by contacting a *BehrPro* representative at 1-877-776-3961. For more information, visit the [*BehrPro*](http://www.behrpro.com) website. Connect with *BehrPro* on Twitter ([@BehrPro](https://twitter.com/BehrPro)), and [Facebook](http://www.facebook.com/BehrPro). 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 and professional channels. Behr manufactures paints, decorative finishes, primers, stains and surface preparation products. Behr is a subsidiary of Masco Corporation (NYSE: MAS) and is headquartered in Santa Ana, Calif.

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