Exhibit B
AVAILABLE FINISHES

The Green Promise® designation is Benjamin Moore’s assurance that its environmentally friendly coatings meet and often exceed the strictest industry standards.

FINISH CODE VEHICLE TYPE VOLUME SOLIDS % COVERAGE SQ.FT./GAL. VOC DRY TIME

Flat 0512 100% Acrylic Latex 45.5 375-425 Set to the touch 30 mins., To re-coat 1 to 2 hours 0

Eggshell 0513 100% Acrylic Latex 44.0 375-425 Set to the touch 30 mins., To re-coat 1 to 2 hours 0

Semi-Gloss 0514 100% Acrylic Latex 37.0 375-425 Set to the touch 30 mins., To re-coat 1 to 2 hours 0

Natura® Zero VOC primer is available under our Fresh Start® line of primers. Safety Data Sheets and Technical Data Sheets are available at benjaminmoore.com.

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TECHNICAL DATA

THE BENJAMIN MOORE® ADVANTAGE:

• Over 5,000 independent retailers and 200+ field & architectural representatives ready to help you
• A full selection of premium products for every job
• An architectural support program to help you specify the right products for any job
• On-site specification and inspection help for complicated or difficult jobs
• Value-added business programs and services for professional contractors
• The colors designers prefer

Benjamin Moore® is a proud member of the U.S. Green Building Council, a nonprofit organization of building industry leaders working to make environmentally responsible, profitable, and healthy buildings.

Contact your Benjamin Moore representative to learn more about Waterborne Satin Impervo® and the Benjamin Moore advantage.

To find a representative in your area, visit benjaminmoore.com or call 1-866-708-9180.

The CERTIFIED ASTHMA & ALLERGY FRIENDLY Mark is a Registered Certification Mark of the ASTHMA AND ALLERGY FOUNDATION OF AMERICA and ALLERGY STANDARDS LTD., Cradle to Cradle Certified™ is a certification mark licensed by the Cradle to Cradle Products Innovation Institute. All other marks are the property of their respective owners. Printed in USA on recycled paper.

*Zero VOC according to EPA Method 24

**Zero emissions and/or no harsh fumes - No VOC emissions detected according to CDPH/EHLB/Standard Method V1.1, 2010

• Zero VOCs*
• Zero emissions with no harsh fumes**
• Self-priming on most surfaces
• Dries fast for quicker return to service
• Excellent adhesion with a durable finish
• Available in over 3500 colors

SAVE FOR HOMES, BUILDINGS AND THE ENVIRONMENT.

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*One VOC according to EPA Method 24

**Zero emissions and/or no harsh fumes - No VOC emissions detected according to CDPH/EHLB/Standard Method V1.1, 2010

To find a representative in your area, visit benjaminmoore.com or call 1-866-708-9180.
Natura is Benjamin Moore’s most decorated product. Whether you are painting a home, school, or a building, you can be confident in knowing you’ve used the best for your environmentally sensitive project needs.

2015 Product of the Year award
This award seeks to guide consumers to products for their quality and innovation by category. It is a consumer-voted award based on a survey of 40,000 consumers conducted by TNS, a global consumer research company. Natura was selected in the Interior Paint category.

asthma & allergy friendly™
Administered by the Asthma and Allergy Foundation of America, this program seeks to scientifically test and identify consumer products that are more suitable for people with asthma and allergies. For more information, visit www.aafa.org/certified.

Cradle to Cradle Certified™ Silver
Cradle to Cradle Certified™ is a multi-attribute certification program. Products are evaluated for material health, material reutilization, renewable energy use and carbon management, water stewardship, and social fairness. For more information about the Cradle to Cradle Products Innovation Institute visit www.C2CCertified.org.

Qualifies for LEED® & LEED v4 Credit
The U.S. Green Building Council’s rating system for green building leadership awards credit for satisfied prerequisites in design, construction and maintenance. For more information visit www.usgbc.org.

MPI Green Performance™
Masters Painters Institute educates professionals on products based on performance-based standards and lab testing. Natura meets multiple specifications including those under MPI Green Performance™.

CHPS (Collaborative for High Performance Schools)
Provides the acceptance criteria for products that help schools meet their green building criteria and deliver environmental benefits to their occupants.
Exhibit C
Natura® Zero VOC and Zero Emissions’ Paint

Beautiful Color. Lasting Durability. None of the other stuff.

Creating a greener and safer life for you and your family should be simple. It should be easy to find environmentally sustainable products that offer exactly what you want—and nothing you don’t.

At Benjamin Moore, we’re committed to providing environmentally-friendly products that both protect and beautify your home. Natura paint goes beyond zero VOC to offer zero emissions and virtually no odor, so there is nothing standing between you and gorgeous rooms your whole family can enjoy. Its patented manufacturing process was also designed to ensure that there is no compromise on style or results. With Natura, what’s good for your walls is even better for your family—and the planet.

"Green Without Compromise®" - what Natura offers

- **Patented manufacturing process** - Natura is produced on a dedicated manufacturing line to ensure virtually no odor and low emissions.

- **Zero VOCs, zero emissions & virtually odorless** - allows you to return to using your space quickly.

- **Unlimited color selection** - going green doesn’t mean giving up your options—you can get any Benjamin Moore color in Natura paint.

- **Paint and primer together** - for fast, easy application that requires less product overall.

- **Provides a durable, washable film** - so you can wash and scrub it as needed, and your walls will still look beautiful for years to come.

The Green Good Housekeeping Seal helps consumers choose products that demonstrate environmental responsibility on a wide range of criteria.

In order for a product to earn the Green GH Seal, the product must first earn the primary Good Housekeeping Seal, which signifies that the product has been reviewed by the experts at the Good Housekeeping Institute. It is then evaluated on a wide range of environmental criteria, including reduction of energy and water use in manufacturing, ingredient and product safety, packaging, distribution and the brand’s corporate social responsibility. Natura was the first and is currently the only paint to earn the Green Good Housekeeping Seal in the Paints and Coatings category.

Among the features of Natura that stood out in the evaluation process were the absence of VOCs in Natura’s base paint and tint colors and its patented manufacturing process—requiring less energy usage and producing less waste.

Products carrying the Green Promise designation indicate the Benjamin Moore assurance that this product is environmentally-friendly and meets—and even exceeds—the strictest industry standards and regulations, while maintaining the premium level of performance you expect from Benjamin Moore.
Exhibit D
Natura® Zero-VOC and Zero Emissions* Paint

Natura Waterborne Interior Paint continues Benjamin Moore’s commitment to providing the most environmentally friendly paint. Natura goes beyond zero VOC to offer zero emissions, making it a safer paint for your family and the environment, all without compromise to performance or color selection. Natura is truly "Green Without Compromise."

Natura Waterborne Interior Paint - Flat Finish

FEATURES:
- Virtually odorless
- Zero VOC and zero emissions*
- Quick return to service
- Now Certified asthma & allergy friendly™
- 100% Acrylic
- Provides a durable, washable film
- Spatter-resistant
- Unlimited color selection
- One hour recoat for quick return to service
- Carries the Green Promise designation
- Self-priming on most surfaces.
- Voted 2015 Product of the Year

Survey of 40,000 people by TNS
Interior Paint Category: Natura

* Zero VOC according to EPA Method 24. No VOC emissions detected according to CDPH/EHLB/standard method v1.1. 2010

ADDITIONAL INFO:

Eggshell

FEATURES:

- Virtually odorless
- Zero VOC and zero emissions*
- Quick return to service
- Now Certified asthma & allergy friendly~
- 100% Acrylic
- Provides a durable, washable film
- Spatter-resistant
- Unlimited color selection
- One hour recoat for quick return to service
- Carries the Green Promise designation.
- Self-priming on most surfaces.
- Voted 2015 Product of the Year

* Zero VOC according to EPA Method 24. No VOC emissions detected according to CDPH/EHLB/standard method v1.1. 2010

ADDITIONAL INFO:

Available Colors: All Colors, Ready Mix White
Sheen (or Gloss): Eggshell
Cleanup: Soap and Water
Resin Type: Acrylic Latex
Recommended Use: Interior
**Semi-Gloss**

**FEATURES:**
- Virtually odorless
- Zero VOC and zero emissions*
- Quick return to service
- Now Certified **asthma & allergy friendly**
- 100% Acrylic
- Provides a durable, washable film
- Spatter-resistant
- Unlimited color selection
- One hour recoat for quick return to service
- Carries the **Green Promise** designation.
- Self-priming on most surfaces.
- **Voted 2015 Product of the Year**

* Zero VOC according to EPA Method 24. No VOC emissions detected according to CDPH/EHLB/standard method v1.1. 2010

**ADDITIONAL INFO:**
- **Available Colors:** All Colors, Ready Mix White
- **Sheen (or Gloss):** Semi-Gloss
- **Cleanup:** Soap and Water
- **Resin Type:** Acrylic Latex
- **Recommended Use:** Interior
INNOVATIONS LIKE NO OTHER

OUR PHILOSOPHY OF CAN

When it comes to paint, we never say can’t. Instead, we ask ourselves what more our paint can do and constantly make the impossible, possible.

PROBLEM SOLVING PAINT

We find ways to make people’s lives easier through paint. Whether it’s resisting household stains, standing up to the elements, or making things eco-friendly, we’re all about solving problems.

PUT TO THE TEST

We treat our paints harshly at our test farm to make sure they’ll stand up to whatever life (and Mother Nature) hits them with.
Exhibit E
Benjamin Moore

NATURA
PREMIUM INTERIOR PAINT

- Safer for your family -

No harsh
fumes

Green without
compromise

Zero emissions
Zero VOCs

eggshell

BASE 1 513 1X
126 FLUID OUNCES 3.726 LITERS
Benjamin Moore® Natura® Interior Waterborne Paint, Eggshell (513)

USE
- Eggshell finish for walls and ceilings.
- Trim bases only with Benjamin Moore® Natura® Waterborne Colorex, New or previously painted wallboard, plaster, masonry or wallpapered surfaces.
- Primed or previously painted wood or metal, or new or coated acoustic ceilings.

SURFACE PREPARATION
- Surfaces must be clean, dry, and free of wax, grease, scaling paint and mildew.
- Dust glycol areas.
- Remove wall covering if there is evidence of bleeding colors.

PRIMING
- Self-priming for most surfaces. Consult your retailer if surface is water stained, smoke damaged, grease stained or very slick for special purpose priming.
- Certain deep custom colors may require a Deep Base Primer tinted to a special prescription formula to achieve the desired color.

APPLICATION
- Paint when surface temperature is above 50°F (10°C).
- Do thoroughly before using or apply one or two coats with brush, roller or spray.
- For best results, use a Benjamin Moore premium applicator for latex paints.

CERTIFICATIONS

LEED® LEED® ND
Low-Emission Products Credit
Building Product Enclosure Credit
CNCPS (Collaborative for High Performance Schools)
MFI Green Performance™
Master Plumbers Institute MFR 144, 145 K-Green
Green Seal™
G2-11-2010

WARRANTY: We warrant satisfactory results if used according to label directions. If not satisfied with the actual performance of the paint with the retailer. Material will be replaced or your purchase price will be refunded. Since we have no control over surface preparation or application. THIS WARRANTY DOES NOT INCLUDE COST OF LABOR FOR APPLICATION OF PAINT. BENJAMIN MOORE SHALL NOT BE LIABLE FOR INDIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES, SOME STATES DO NOT ALLOW THE EXCLUSION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE LIMITATIONS OR EXCLUSIONS CONTAINED IN THE ABOVE WARRANTY MAY NOT APPLY TO YOU. THIS WARRANTY GIVES YOU SPECIFIC LEGAL RIGHTS. YOU MAY HAVE OTHER RIGHTS WHICH VARY FROM STATE TO STATE.

IN CASE OF STALL - Always check with the retailer and dispose of as specified under "Clean Up." KEPT OUT OF REACH OF CHILDREN

PROTECT FROM FREEZING
- Natura® products are freeze and frost proof.
- Store in a location above freezing temperature for several hours before applying.

@ Zero VOCs detected according to COP/ASHRAE Standard Method V1.1, 2010
@ Zero VOCs detected according to COP/ASHRAE Standard Method V1.1, 2010
@ Zero VOCs according to EPA Method 24

In addition to the certifications above, Benjamin Moore’s Green Promise® designation means that this product has been tested by independent third parties to meet or exceed the published chemical restriction and performance criteria included in the standards shown below.

ENSURE FRESH AIR ENTRY DURING APPLICATION AND DRYING. Avoid contact with eyes. Prolonged or repeated contact with even close contact after using. Wash thoroughly after handling. PPE: In case of contact, flush immediately with water for at least 15 minutes. For skin, wash thoroughly with soap and water. If irritation persists, seek medical attention. If you experience skin or breathing problems, leave the area to obtain fresh air. If breathing difficulty is experienced, call 911 or other emergency services. Do not exchange into streams. If it cannot be disposed of properly, or if the product is free of hazardous materials.

GEORGIA D. RAMSEY MARKET A REGISTERED CERTIFICATION MARK OF THE ASHRAE AND ALLERGY FOUNDATION FOR NONTINOUS AND ALLERGY STANDARDS LTD.

All other marks are registered trademarks of their respective owners.
Benjamin Moore's US Patent No. 7,432,607 B 7,395,074
Natura® US Patent No. 8,507,379
Registered no. 126,627 for consumer paper
Made in USA
Exhibit F
Natura® continues Benjamin Moore’s commitment to innovation by providing our most decorated and environmentally friendly paint. Natura® is safer for your family and the environment while still providing a durable, beautiful finish.

- Zero VOCs* and zero emissions** with no harsh fumes***
- Self-priming on most surfaces
- Dries fast for quicker return to service
- Excellent adhesion with a durable finish

Customer Profile:
- Consumers who seek an environmentally-friendly paint, and are unwilling to compromise on performance or color integrity
- Consumers looking for a paint that is more suitable for people with allergies
- Residential contractors needing a high performing green, zero VOC* paint to meet their clients’ needs
- Architects, designers, and specifiers seeking a premium quality product which meets LEED®, MPI and CHPS standards

Available Sheens: Flat, Eggshell and Semi-Gloss
Available Colors: Available in four bases. Can be tinted in thousands of colors.
Cleanup: Soap and water
Recommended Use: Natura® is ideal for residential or commercial applications where a zero-VOC* paint with low emissions is desired. It’s perfect for residential homes, hospitals, healthcare facilities, LEED® certified facilities and green buildings.
Competitive Advantage: “Certified asthma & allergy friendly™” now joins Natura’s® other recognitions and accolades; Natura® is truly Green Without Compromise®.

Awards and Certifications:

*Zero VOC according to EPA Method 24
**Zero emissions detected according to CDPH/EHLB/Standard Method V1.1, 2010
***No harsh fumes - Zero emissions detected according to CDPH/EHLB/Standard Method V1.1, 2010
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Exhibit G
The Program
The Natura advertising program will build consumer awareness and drive foot traffic to local retailers, ultimately supporting sales of Natura. There are several new programs and initiatives that will establish Natura’s long term growth so that it continues to be our flagship green product, especially in light of the growing demand for green products.

Why Natura?
Natura was one of the first products in the industry to be a true zero VOC product. However, Natura is more than just zero VOCs.

Natura also offers unique benefits including:
- Patented manufacturing, odor and emission technology
- Low emissions
- Lowest odors – No harsh chemical smell
- Segregated and proprietary manufacturing process that uses exclusive resin
- Meets or exceeds the most comprehensive environmental testing standards in the industry
- The first paint to earn the Green Good Housekeeping seal

National Advertising
Benjamin Moore will be leveraging multiple media outlets to gain visibility and provide consumer education about Natura, Benjamin Moore’s greenest product.

- Shades of Green – an educational TV program devoted to the advancement of renewable energy and sustainable living
  - 4-6 minute feature on Discovery (Dish/Direct TV) and CNN Airport
  - 30 second commercial spots
- Good Housekeeping print and digital advertising
- Digital Experience
  - Natura landing page
  - Expanded key work search buy
  - Display ads
- PR outreach behind patent
- Trade shows

Retail Support
- Print, digital and social media assets
- 100% co-op reimbursement when select Natura ad slicks are utilized
- Free Natura 2013 POP Kit
  - Window Poster, End Cap Kit, Color Preview Studio Graphic, Bail Hangers and Shelf Talker
  - Available for order to all Natura dealers on www.mybenjaminmoore.com
- Please note that coupons cannot be utilized on these ads

*NOC < 5 g/L
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