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SURESHIELD COATINGS COMPANY ESTABLISHED TO MARKET INDUSTRY-LEADING PORTFOLIO OF ADVANCED COATINGS FOR METAL SURFACES
Surging Demand For Antimicrobial/Anti-fingerprint/Easy-To-Clean Coatings For Metal Products and Surfaces Prompts Horizon Business Group To Spin-Off New Company

(Northbrook, IL - October 29, 2007) Due to fast-growing global demand for specially formulated coatings that provide antimicrobial, anti-fingerprint and easy-to-clean characteristics to enhance the performance, aesthetics and durability of metal products and surfaces, Horizon Business Group has announced the creation of Sureshield Coatings Company.

This spin-off company will allow consumers and manufacturers to easily identify with the Sureshield® brand, which has been established to market the advantages of the company's industry-leading portfolio of more than 150 antimicrobial, anti-fingerprint, and easy-to-clean coatings for metal.

With this spin-off, Sureshield Coatings Company is launching a comprehensive website (<http://www.sureshieldcoatings.com>) that provides a unique, tailored experience to different types of users, including manufacturers, building designers and facility managers, and consumers.

As the leading developer of coatings that inhibit the growth of odor and stain-causing bacteria, molds, mildews, and fungi on the coating, Sureshield Coatings Company (a member of Horizon Business Group) offers a comprehensive selection of powder, liquid and coil coating options that are designed to be easily integrated onto any consumer or commercial metal product. From concept to product launch to maintenance and program expansion, Sureshield provides complementary technical, regulatory, and marketing guidance that makes using these "value added" coatings simple, affordable, and straightforward.

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"Many major manufacturers already recognize the value of upgrading their product offering to include easy-to-use coatings that resist unsightly fingerprints, make cleaning stainless steel and other metals easier and address user and industry concerns regarding microorganisms that cause odors and stains," said Sureshield Coating Company's President Michael Jacobs. "We work closely with market leaders in many different industries to help them incorporate Sureshield coatings as a low-cost, high-benefits addition to their global product lines."

Sureshield is available in clear, solid and transparent colors, which are designed to resist fingerprints for the life of the product, making it ideal for: major and small appliances, computer products, foodservice equipment, office products, office & healthcare furniture, medical products, HVAC & air handling equipment, commercial laundry equipment, plumbing fixtures, lab equipment, and doors & windows. In addition, Sureshield coatings can be pre- or post-applied to any type of metal to keep metal surfaces looking cleaner and easier to clean. This makes Sureshield ideal for use in residences, restaurants, hotels, bus or train stations, airports, stadiums, office buildings, laboratories, hospitals and other facilities.

For more information about cost-effective antimicrobial, anti-fingerprint and easy-to-clean protection for metal products and surfaces, or to download high-resolution images featuring the company's products and brand logo materials, visit

http://www.sureshieldcoatings.com/about_us/files_for_media.php,

call toll-free (866) 573-4424 or email to info@sureshieldcoatings.com.

About Sureshield Coatings Company

Headquartered in Northbrook, Illinois USA, Sureshield Coatings Company maintains production in multiple facilities in the United States, Europe, and Asia, in order to provide over 150 advanced coating formulas to address metal product manufacturers', industry, and consumers' concerns related to odor and

stain-causing microorganisms, fingerprints, and cleanability. As a member company of Horizon Business Group, Sureshield Coatings Company offers complementary technical, marketing, and regulatory services that make it easy and cost-efficient for clients worldwide to streamline implementation of in-demand antimicrobial, anti-fingerprint and easy-to-clean coatings for metals.

Sureshield Coatings Company

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*Sureshield is formulated with antimicrobials to help suppress the growth of odor and stain-causing microorganisms on the coating. Sureshield is not intended as a substitute for good hygiene or to prevent foodborne or infectious illnesses.