



For Immediate Release

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Valspar, Hirshfield Join Forces on Professional Wood Coatings

MINNEAPOLIS – October 22, 2010 – Hirshfield's is now the distributor of the complete line of Valspar Wood coatings, including stains, varnishes, lacquers, topcoats, and other finishing products, according to a joint announcement releases by the companies today. The new distribution agreement marks the first time the two Minnesota-based corporations have partnered to provide wood finishing products to professional woodworkers, cabinetmakers, and millwork producers.

Ten Hirshfield locations in Minnesota (Alexandria, Baxter, Savage, St. Cloud, Minneapolis, Rochester, Blaine, Monticello, Hopkins-Lathrop, and Bemidji), and two in North Dakota (Fargo and Bismarck), will provide customer support along with the complete line of Valspar Wood coatings.

The new distribution agreement pairs two companies that each have long traditions of providing high quality residential and commercial products. Hirshfield's is a fourth generation, family-owned company that has been in the decorating business for over 100 years. The Valspar Corporation (NYSE:VAL) has produced paints and coatings globally for more than 200 years.

"Hirshfield's is excited about the opportunity to distribute the entire Valspar Wood coating offering," said Hans Hirshfield, president of the firm that bears the family name. "This alliance will allow us to expand our customer base and offer some of the finest products available on the market."

Hirshfield's operates stores in Minnesota, Wisconsin and North Dakota and distributes commercial wall and flooring finishes across nine Midwestern states from offices in Minneapolis, Chicago, St. Louis, and Kansas City."

"We consider this agreement with Hirshfield a landmark in our wood coatings business," said Johnny Green, National Distribution Sales Manager for Valspar Wood. "It's not often that a company with the expertise, knowledge and service of Hirshfield, and a company with the products, research, and chemistry of Valspar, join forces. This relationship has the potential to help both organizations experience solid growth. "

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About Valspar

ZENITH wood coatings are manufactured by The Valspar Corporation (NYSE:VAL), a global leader in the paint and coatings industry. Since 1806, Valspar has been dedicated to bringing customers the latest innovations, the finest quality and the best customer service in the coatings industry. Valspar is dedicated to environmental improvement, making strides in the reduction of waste, emissions and pollutants, and advancing worker health and safety around the globe. Consumer-facing ValsparEarthSense.com is an online resource providing environmental advice on painting projects. For more information about Valspar products, visit www.valsparglobal.com.

About Hirshfield's

Hirshfield's is a Minnesota-based, fourth-generation family-owned company in the decorating products business since 1894. Hirshfield's operates 30 stores in Minnesota, Wisconsin and North Dakota with paints and industrial coatings, fine plasters, lacquers, wallcoverings and window fashions for the consumer and professional trades. A commercial wall finishes division services architects and designers across 9 states with offices in Minneapolis, Chicago, and St. Louis. Hirshfield's is the largest manufacturer of trade sales paints and coatings in Minnesota with factory operations in Minneapolis. For more information about Hirshfield's, visit www.Hirshfields.com.