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Behr Process and Masco Corporation Give $300,000
to Cal Poly's Western Coatings Technology Center

SAN LUIS OBISPO -- Cal Poly today announced that Behr Process of Santa Ana, Calif., and its parent company, Masco Corporation of Taylor, Mich., have given a combined gift of $300,000 in support of Cal Poly's College of Science and Mathematics. The funds will co-sponsor the Behr/Masco Instrumental Analysis and Testing Center in the Western Coatings Technology Center (WCTC). The University has raised more than $1 million toward its goal of $5 million to fund the Center.

Masco Corporation is one of the world's largest manufacturers of brand-name consumer products for the home and family. Community involvement and good citizenship are inherent in Masco's culture. Through its Foundation, the company has demonstrated its commitment to a variety of organizations serving the communities in which its companies and employees reside.

"Behr continues to pursue advanced technologies in the coatings industry to assure its number-one quality position," said Cyriac Alexander, Behr's senior vice president, technology and purchasing. "Cal Poly's Western Coatings Technology Center is an ideal institution for Behr to associate with to enhance our research and new product development efforts."

Behr Process has a long-standing relationship with Cal Poly's College of Science and Mathematics. More than a dozen coatings and polymers students have held summer internships at Behr over the years, and three alumni are currently employed there. In addition, faculty in the Chemistry and Biochemistry Department of the College of Science and Mathematics have provided specialized training to Behr employees, and many Behr employees have attended the Department's summer and winter quarter short courses.

"We are pleased and excited that Behr and Masco are joining with us to fund this important facility," said the college's dean, Philip S. Bailey. "The WCTC will expand industry-sponsored research on campus while providing state-of-the-art facilities for students to learn and conduct real-world research with faculty and industry mentors."

Dr. Raymond Fernando, the Arthur C. Edwards endowed chair for the Polymers and Coatings Program at Cal Poly, will head the Behr/Masco Instrumental Analysis and Testing Center.
Poly, noted that the university offers "the only undergraduate degree program in the West with a concentration in coatings science and polymers, as well as an industry-focused master's degree in the same area."

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**About Behr Process and Masco Corporation**

Founded in 1947, BEHR Process Corporation is the largest provider of premium paints and stains to the North American Do-It-Yourself (DIY) home improvement market. Behr manufactures paints, decorative finishes, primers, stains and surface preparation products, which are sold at The Home Depot and other specialty retailers and hardware stores. For more information, go to [www.behr.com](http://www.behr.com).

Headquartered in Taylor, Mich., Masco Corporation is one of the world's leading manufacturers of home improvement and building products, as well as a leading provider of services that include the installation of insulation and other building products.

Masco Corporation's press releases and other information are available through the Company's toll free number, (888) MAS-NEWS, or under the Investor Relations section of Masco's Web site at [www.masco.com](http://www.masco.com).

**About Cal Poly**

Cal Poly is a nationally recognized leader in polytechnic education. For details about Cal Poly, go to [www.calpoly.edu](http://www.calpoly.edu).

For more information on the Western Coatings Technology Center on the Web, go to [http://www.polymerscoatings.calpoly.edu/wtcp/html](http://www.polymerscoatings.calpoly.edu/wtcp/html).

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