

Pro-Spray® Automotive Finishes

An Alco Industries Company

600 Nova Drive SE

Massillon, Ohio 44646

Tel: 330-830-6000

www.ProSprayFinishes.com

www.ProSprayH2O.com



Press Release

Media Inquiries:

Laura D. Yerkey, Marketing Manager

Direct Line: 330-832-4266

Pro-Spray® Automotive Finishes Now on Facebook

Social media site will feature discussion groups, educational resources, breaking news and more

Massillon, OH – July 16, 2010– Pro-Spray® Automotive Finishes, a division of Alco Industries and a leader in European technology solventborne and waterborne refinishing products for the automotive aftermarket, has launched a new Facebook page at www.facebook.com/prospray.

The new resource will offer fans networking opportunities with other Pro-Spray users, discussion forums, polls and focus groups, contests and a feedback mechanism. It will also supplement the official company Web site, ProSprayFinishes.com and ProSprayH2O.com, with additional product information, tips, education, videos, breaking news, testimonials and interviews.

"The way people communicate on a daily basis has drastically changed," said Laura Yerkey, marketing manager. "With our new fan page, we're engaging existing and prospective customers at a whole new level, with technology that makes connecting and sharing both fast and easy."

Founded in February 2004, Facebook is a social utility that helps people communicate more efficiently. The company develops technologies that facilitate the sharing of information through the social graph, the digital mapping of people's real-world social connections. It current has more than 400 million active users.

Developed and manufactured in England, and distributed in Europe and North America, the Pro-Spray product line delivers a comprehensive, versatile, and high performance waterborne and solvent intermix colour system supported by a full range of primers, clearcoats, hardeners, thinners and support products to body shops worldwide. For more information, visit www.ProSprayFinishes.com or www.ProSprayH2O.com

###