



The Home Depot To Launch Exclusive Martha Stewart Living Brand of Paint in March 2010

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Martha Stewart Clean - New Line of Eco Options Certified Cleaning Products - Also Launching in 2010

ATLANTA, Dec. 7 /PRNewswire-FirstCall/ -- The Home Depot®, the world's largest home improvement retailer, and Martha Stewart Living Omnimedia, Inc. (MSLO) today announced an agreement to develop an exclusive Martha Stewart Living brand of interior and exterior paint, continuing the Company's commitment to providing consumers with distinctive, innovative merchandise while delivering value and everyday low price. The Home Depot will also sell Martha Stewart Clean, a new Eco Options-certified line of cleaning products, developed with and marketed by the Hain Celestial Group, Inc.

The Martha Stewart Living paint palette will consist of 280 handpicked colors created by Martha Stewart and the MSLO design team. All colors will be available in interior and exterior paint in four interior and two exterior sheens. In addition, the interior paint palette will be available in 8-ounce tint-able testers, and 12 of "Martha's Picks" will be available pre-tinted.

Developed in a partnership with and manufactured by AkzoNobel, Martha Stewart Living Paint will be available at The Home Depot stores across the U.S. and Canada in March 2010.

Martha Stewart Clean will include 10 highly-effective, environmentally friendly cleaning products for laundry, kitchen, bath and general cleaning needs for every room. Martha Stewart Clean will carry the Eco Options label, The Home Depot's certification for products that meet certain environmental performance criteria. This designation allows consumers to identify products that have less of an impact on the environment than traditional products in the same category.

Martha Stewart Clean will be available at all The Home Depot stores across the U.S. starting January 2010.

"Partnering with Martha Stewart on a new brand of paint allows us to continue our efforts in enabling our customers to easily coordinate decor and design elements when taking on home improvement projects, all while staying true to our commitment to value and everyday low price," said Gordy Erickson, senior vice president of Merchandising, Decor. "We are also excited to announce the addition of Martha Stewart Clean to our cleaning category. Martha Stewart Clean will offer consumers an environmentally friendly yet effective option in cleaning."

"I'm thrilled to be working with The Home Depot to provide consumers with a beautiful paint palette inspired by nature and unique objects," said Martha Stewart, Founder of MSLO. "I'm also delighted that our natural Martha Stewart Clean products will be available at The Home Depot, providing safe and effective cleaning solutions for those who are concerned about the environment in their home and in the wider world beyond it."

"Martha Stewart is a trusted source of inspiration for consumers seeking ideas and information regarding their home improvement projects," said Robin Marino, President and CEO of Merchandising for Martha Stewart Living Omnimedia. "Developing an exclusive paint brand with The Home Depot furthers our goal of offering consumers unique products at affordable prices."

In September, The Home Depot announced a partnership with MSLO that will weave the Martha Stewart Living brand throughout many of The Home Depot's existing Do-It-Yourself (DIY) categories, including Outdoor Living, Home Organization and now Paint, in addition to the Martha Stewart Clean line of products.

Both The Home Depot and MSLO are in the process of developing additional product offerings that will be available in 2010, and more details will be announced in the first part of next year.

About The Home Depot

The Home Depot is the world's largest home improvement specialty retailer, with 2,245 retail stores in all 50 states, the District of Columbia, Puerto Rico, U.S. Virgin Islands, Guam, 10 Canadian provinces, Mexico and China. In fiscal 2008, The Home Depot had sales of \$71.3 billion and earnings from continuing operations of \$2.3 billion. The Company employs more than 300,000 associates. The Home Depot's stock is traded on the New York Stock Exchange (NYSE: [HD - News](#)) and is included in the Dow Jones industrial average and Standard & Poor's 500 index.

About Martha Stewart Living Omnimedia, Inc.

Martha Stewart Living Omnimedia, Inc. (NYSE: [MSO - News](#)) is a diversified media and merchandising company, inspiring and engaging consumers with unique lifestyle content and distinctive products. The Publishing segment encompasses four magazines, including the company's flagship publication, Martha Stewart Living, periodic special issues and books. The marthastewart.com website provides consumers with instant access to MSLO's multimedia library, search and find capabilities, recipes, online workshops, community and personalization, as well as wedding-planning tools powered by WeddingWire and digital invitations with pingg.com. The Broadcasting segment produces such programming as the Emmy-winning daily, nationally syndicated television series, "The Martha Stewart Show," and Martha Stewart Living Radio on SIRIUS channel 112 and XM Radio 157. In addition to its media properties, MSLO offers high-quality Martha Stewart products through licensing agreements with carefully selected companies, including the Martha Stewart Collection exclusively at Macy's, Martha Stewart Everyday at Kmart, Martha Stewart Crafts with EK Success at Wal-Mart, Michaels and independent retailers, Martha Stewart for 1-800-FLOWERS.COM and more. In 2008, Emeril Lagasse joined the Martha Stewart family

of brands; MSLO acquired the assets related to Lagasse's media and merchandising business, including television programming, cookbooks, and emerils.com website and his licensed kitchen and food products. For additional information about MSLO, visit www.marthastewart.com.

About AkzoNobel

AkzoNobel is proud to be one of the world's leading industrial companies. Based in Amsterdam, the Netherlands, we make and supply a wide range of paints, coatings and specialty chemicals - 2008 revenue totalled euro 15.4 billion. In fact, we are the largest global paints and coatings company. As a major producer of specialty chemicals we supply industries worldwide with quality ingredients for life's essentials. We think about the future, but act in the present. We're passionate about introducing new ideas and developing sustainable answers for our customers. That's why our 60,000 employees - who are based in more than 80 countries - are committed to excellence and delivering Tomorrow's Answers Today(TM).

Within its U.S. paints business, Akzo Nobel Paints LLC produces a portfolio of well respected brands, including *Glidden*, *Ralph Lauren Paint*, *Devoe Coatings* and *Martha Stewart Living* paints; *Flood*, *Sikkens* and *Synteko* woodcare products; plus *Liquid Nails* adhesives and caulks. Products are sold through company stores, national/retail outlets and independent dealers in the United States and Puerto Rico and are exported internationally.

About The Hain Celestial Group

The Hain Celestial Group (Nasdaq: [HAIN](http://www.hain-celestial.com)), headquartered in Melville, NY, is a leading natural and organic products company in North America and Europe. Hain Celestial participates in many natural categories with well-known brands that include Celestial Seasonings®, Earth's Best®, Terra®, Garden of Eatin'®, Health Valley®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Gluten Free Cafe(TM), Hain Pure Foods®, Hollywood®, Spectrum Naturals®, Spectrum Essentials®, Walnut Acres Organic®, Imagine®, Rice Dream®, Soy Dream®, Rosetto®, Ethnic Gourmet®, WestSoy®, Yves Veggie Cuisine®, Granose®, Realeat®, Linda McCartney®, Daily Bread(TM), Lima®, Grains Noirs®, Natumi®, JASON®, Zia® Natural Skincare, Avalon Organics®, Alba Botanica®, Queen Helene®, Tushies®, TenderCare® and Martha Stewart Clean. Hain Celestial has been providing "A Healthy Way of Life(TM)" since 1993. For more information, visit www.hain-celestial.com.