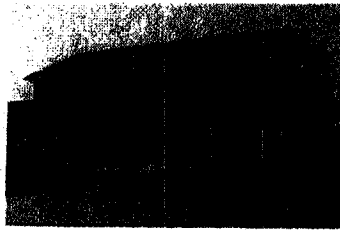
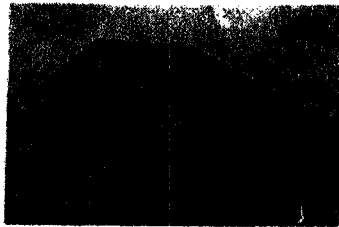


# Liquid Siding®

*An Evolution In  
Home Improvement*



Liquid Siding® is perfect for wood, clapboard, asbestos, stucco, masonry, brick, block and aluminum siding. And is the permanent solution to a maintenance free cedar home.



People have come to our booths at Home Shows Nationwide and said, "We've been looking all over for your product!" The product to which they refer is Liquid Siding, an energy-efficient exterior coating manufactured by Kryton Coatings International. Liquid Siding is an evolutionary alternative to painting or vinyl siding. This specialized, permanent coating employs a thin layer of super insulating ceramic microspheres, which dry to the thickness of a credit card and provide insulation equal to seven inches of fiberglass batting (R-20). Today, more than 2000 homes have been improved with this product. Liquid Siding is guaranteed to cut utility bills up to 40 percent. Liquid Siding is designed for people who have to paint their home or for those considering vinyl siding, it adheres to all surfaces except vinyl and glass. Unlike paint, Liquid Siding won't mold or mildew, fade, split, crack, peel, blister or chip. The product was invented in Canada approximately 35 years ago, using space-age NASA technology. The space shuttle uses this same ultra-thin ceramic technology in protecting its vulnerable under-belly from the 200-degrees-below-zero cold of outer space to the more than 2,000-degree heat of re-entry into the Earth's atmosphere. Liquid Siding was originally developed as an exterior coating for coastal lighthouses. A test site at Point Atkinson in West Vancouver, Canada, is used to measure the product's performance. As a result of the product's superior durability on the test site, the warranty has been increased from its original guarantee of 10

years. The product now carries a non-prorated, 25-year warranty. Liquid Siding performed particularly well for Mobile Army Surgical Hospitals in Algeria. That MASH unit reported the need for six generators to maintain a temperature of 65 degrees prior to installation of the product and only two generators afterward. Kryton is currently investing \$1.5 million into a new manufacturing plant in Knoxville Tennessee, which projects it will employ approximately 50 people. The product is installed by local contractors, with a 100-percent customer satisfaction guarantee. Liquid Siding comes in hundreds of colors, and it's more affordable than premium siding. Liquid Siding looks like paint and works like magic. For more information, call the number below. Those who mention this article will receive a 15% discount.

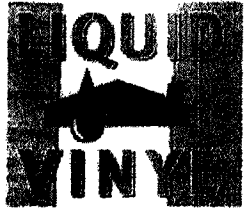
**LIQUID  
SIDING**

Permanent Exterior Coating®

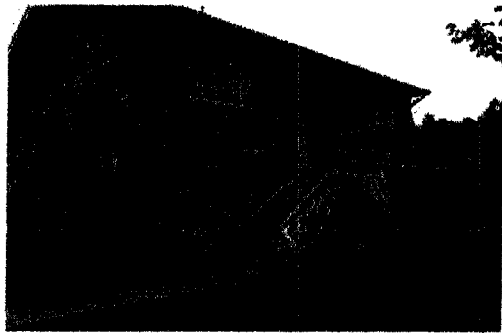
**Call Toll Free**

For more information about Liquid Siding visit the manufacturer's web site at [www.kryton.net](http://www.kryton.net)

# Liquid Vinyl--Multi-Gard R-20®



What is Multi-Gard R-20®?



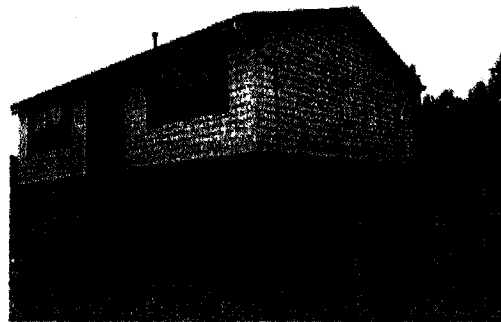
Before

This is a highly unique, specialized permanent exterior coating designed to beautify, insulate and protect your home. Multi-Gard R-20® was originally developed as an exterior coating for coastal lighthouses. For over 25 years, single applications of Multi-Gard R-20® have been withstanding the harshest elements; crashing ocean waves, driving rains, hurricane force winds, dry desert heat, arctic cold,

pounding hail and tropic humidity; all without chipping, cracking, blistering, or peeling. Yes, Multi-Gard R-20® is the most durable, energy saving and maintenance free protection available for any home or commercial building.

**It Cuts Energy Loss by up to 40%**

Using space-age NASA technology, Multi-Gard R-20® employs a thin layer of super insulating "Ceramic Microspheres" which dry to the thickness of a credit card, providing insulation equal to 7 inches of fiber glass batting.



After



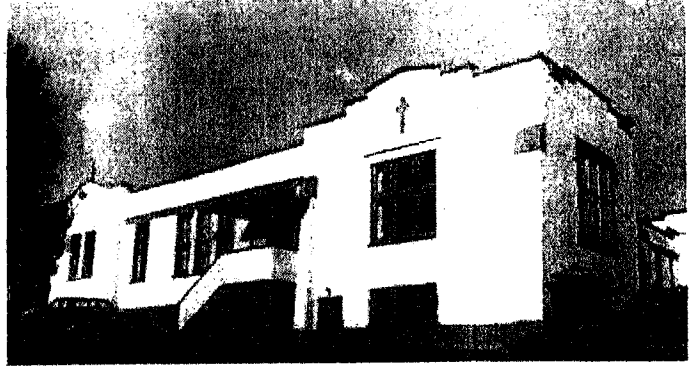
Before

The space shuttle uses similiar ultra-thin ceramic technology in protecting it's vulnerable under belly from the 200 degrees below zero COLD of outer space to the more than 2000 degrees HEAT of re-entry into Earth's atmosphere. Multi-Gard R-20® is as effective a solution on Earth as it is in space.

**Proven to Protect, Beautifully**

Warranted for 25 years, not to chip, crack, blister or peel, Multi-Gard R-20® has been tested to stretch up to 645% bridging new settlement cracks as they occur.

Multi-Gard R-20's® anti-static formula is proven to resist clinging dirt, giving your home or building the superior custom look of always having been painted, day after day, season after season.



After

[Click here to view our online presentation for Multi-Gard R-20®](#)

**WHEN YOU ONLY WANT TO DO IT ONCE!**

For more information please contact us at:  
1-888-8Kryton

© 1998 Kryton Coatings International. All rights reserved.



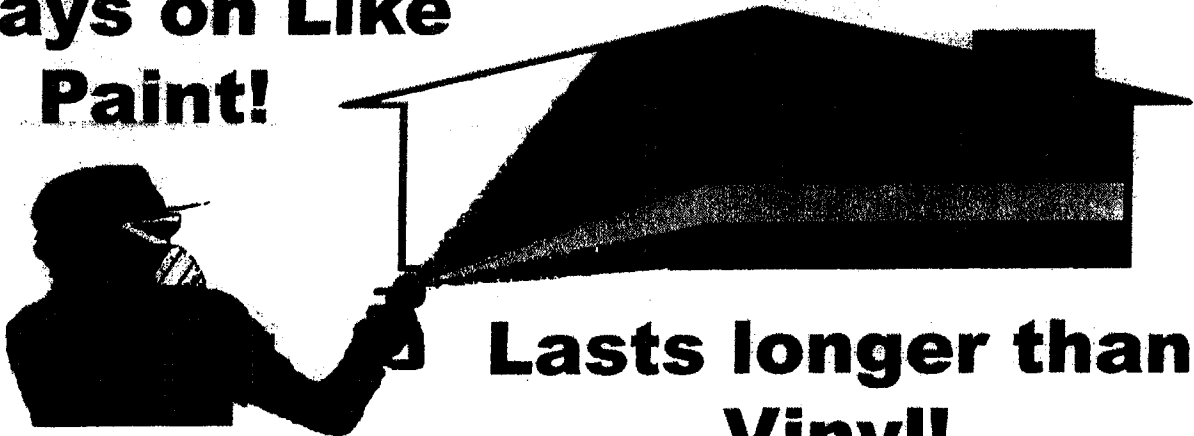
**NASA Technology at work for you Today!!**

EXHIBIT C

# **MULTI-GARD R-20 Permanent Exterior Coating**



**Sprays on Like  
Paint!**



**Lasts longer than  
Vinyl!**

**Has More Benefits than Both with  
None of the Problems.**

**Tomorrow's siding solution is here Today...Liquid Siding**

**Transferable 25  
year Warranty!**

# **LIQUID**

**The look, color  
and feel of  
fresh paint!**

**It adds R-20 to  
the exterior wall  
reducing energy  
costs up to 40%!**



# **SIDING**

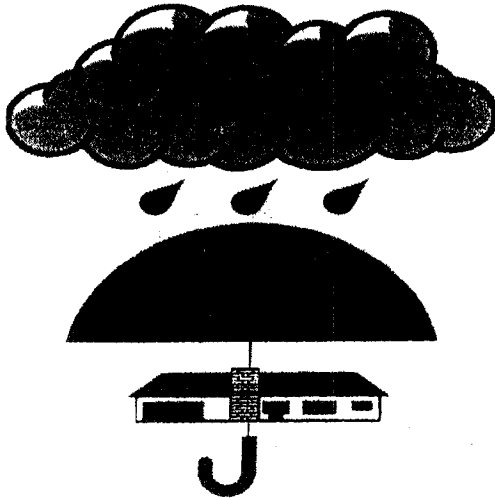
**Used in over 40  
countries world**

**wide!** PRO 000013

**VISIT OUR WEBSITE @ [WWW.KRYTON.NET](http://WWW.KRYTON.NET)**

**Vapor Permeable • Non-Toxic • Environmentally Friendly**

**Block stone masonry, block, stucco, & metal! It's your Permanent Solution!**



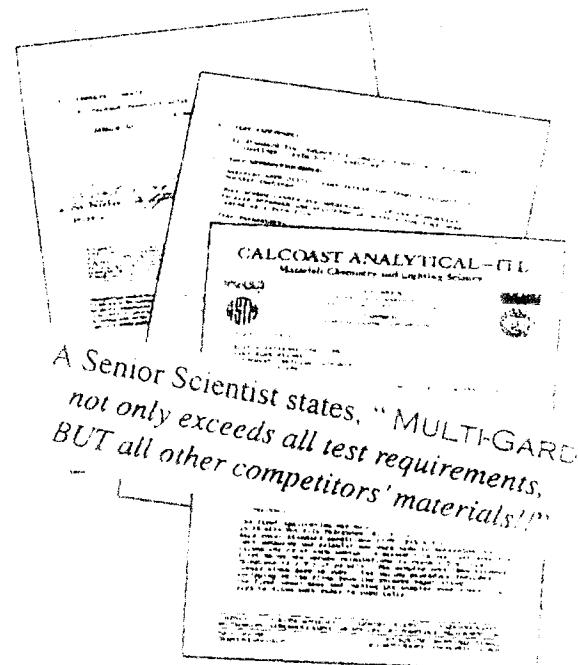
## Moisture Attacks!

All construction materials are porous and retain water. Swelling produces cracks, dry rot causes your home's frame to weaken, moisture breeds hazardous bacteria. Rather than masking exterior problems with paint or vinyl siding, MULTI-GARD R-20 is the only solution allowing your home to breathe. Our exclusive Dura-Plas resin, combined with Titanium Dioxide, repels water, yet allows trapped moisture to escape. MULTI-GARD R-20's high level of waterproof protection and vapor permeability will add years of life and safety to your home. All this with added bonus of always giving your home the instant curb appeal of having just been painted.

**VISIT OUR WEBSITE @ [WWW.KRYTON.NET](http://WWW.KRYTON.NET)**

## Proven to Protect, Beautifully

The World's leading test laboratories have proven MULTI-GARD R-20's ability to withstand all climates. Warranted for 25 years, not to chip, crack, blister or peel, MULTI-GARD R-20 has been tested to stretch up to 645% bridging new settlement cracks as they occur. MULTI-GARD R-20's anti-static formula is proven to resist clinging dirt, giving your home the superior custom look of always having just been painted, day after day, season after season. As the ultimate bonus in beauty and protection, MULTI-GARD R-20 comes in 100's of UV radiation resistant colors to match any décor. Unlike "covering" your home with paint or vinyl siding, MULTI-GARD R-20 becomes a Beautiful and Durable "skin" for your home. With MULTI-GARD R-20, beauty and durability truly is "skin-deep".



*Kryton's Choice Contractor*

**Toll Free  
(877) 776-2723**

PRO 000015

- ✓ Call **NOW** for a special discount
- ✓ Professionally applied
- ✓ Licensed, bonded and insured
- ✓ Fully transferable warranty
- ✓ 100% financing available

**Stain Resistant • Fade Resistant • Energy Efficient • Warranted for a Full 25 Years**

# LIQUID ROOF SIDING

# REAL ESTATE



**JAMES DULLEY**

**Sensible Home**

## Cost-effective coats Insulating paints do more than make home look pretty

**Q:** My house is hot in the summer, and my heating bills are too high in the winter. Will painting the walls with residential-type, insulating, ceramic-filled paint help? Is it durable and washable?

**A:** Insulating ceramic-filled interior and exterior paint

and flat plasters. The plasters create a heat reflecting (not visually reflective) and dissipating surface. The micro-spheres create the insulation barrier.

This paint rolls on many times thicker, up to 15 mils (thousandths of an inch), than ordinary wall paint.

If you have a problem with

(fiber than a heavy water-based acrylic) cleanup. As the paint spheres get tightly form an insulating be

Several new paint combinations of hollow-m

*Enclosed is the info you requested!*

**WWW.KRYTON.NET  
WEBSITE @  
VISIT OUR**

Knoxville, TN 37921  
1701 Louisville Dr.



## MANUFACTURER'S DISCOUNT COUPON

Kryton Coatings International will provide a free-estimate for customers interested in knowing more about Multi-Gard R-20™. A Certified Coating Specialist will meet with all homeowners to explain the coating process, evaluate the application for your home, and provide you with a complete coating cost. While introducing the product, Kryton Coatings International will also offer a 10% discount off the total cost of the job.



**10% Deducted From the Total Price of Your Job**

Present this coupon for a 10% discount on the Multi-Gard R-20™ system. Discount valid only during the first inspection visit.

PRO 0000016



Making A Difference...  
Through Quality Programs

# ALPHA MEDIA

## C O N C E P T S

Client: Pro Craft  
Date: 10/8/97  
Title: Paint Boy Stock

### Audio

Customer: Where do I find  
Liquid Siding?

PB: Bert..Where's the Liquid  
Siding?

Voice: It's not available in stores.  
Call Pro Craft to have it professionally  
installed.

Customer 2: I want to reduce my  
utilities up to 40% with Liquid Siding..  
Where Do I find it?

PB: You gotta call Pro Craft!

Customer 3: I want that Liquid Siding..you  
know it lasts for 20 years. I'll never have  
to paint my house again.

Intercom: Attention Shoppers, you can't  
get liquid siding in stores! Yes, you can  
save up to 40% on your utilities and yes  
it lasts for 20 years...Call Pro Craft now!!

### Video

Paint Boy Stocking Shelf  
Customer approaches.

Paint Boy calls stock room on walkie  
talkie.

Voice off Camera  
800 Number appears

Paint Boy stocking shelf

Paint Boy and Customer look up and  
listen to intercom like the voice of  
God is speaking.

Pro Craft Logo with 800 number

If you've thought about putting vinyl siding on your home, stop and listen to me. Hi folks, this is Ed Brantley for Liquid Siding. That's right, Liquid Siding. Now you can get the same look & results as vinyl siding by painting on Liquid Siding distributed by ProCraft. You get the look, the color and the feel of fresh paint. But it's stronger than vinyl. It lasts longer than vinyl. It has more benefits than both do and none of the problems. This is the absolute best product that you could put on your house. I've seen it. It's remarkable. It cuts utility bills up to 40% and it saves time cause you don't have to paint anymore. And during this special offer we'll offer Liquid Siding for your home at a cost too low to mention on the air. It's fire resistant, mildew resistant, fade resistant and energy efficient. It's got a 25-year warranty. It's used worldwide & we'll give you a free in home estimate. Call toll free 1-877ProCraft. That's 1-877ProCraft. Call right now for Liquid Siding.