

BULLS EYE BRIEFS

Product and Company News from ZINSSER Co., Inc.

FALL/WINTER 2004

Oak Alley Plantation Puts PERMA-WHITE® to the test!

Located on the banks of the Mississippi River between the historic Louisiana cities of New Orleans and Baton Rouge, Oak Alley Plantation has been called the "Grande Dame of the Great River Road". With its spectacular quarter-mile canopy of 300-year-old oak trees, Greek revival style antebellum plantation house and 25-acre site, it's no wonder this National Historic Landmark plays host to nearly a quarter of a million visitors a year.

But Oak Alley's coastal location and the high humidity of the region made dealing with exterior mold & mildew an ongoing challenge – until Maintenance Supervisor Doug Pitre discovered PERMA-WHITE Mold & Mildew-Proof* Exterior Paint.

"We've had plenty of trouble with exterior mildew at Oak Alley. I didn't even know there was a paint that could prevent it until I saw PERMA-WHITE in my local paint store about a year-and-a-half ago," said Pitre. "We were planning to paint a 4,000-foot, three-rail fence that surrounds the property, so the [store] owner gave me two gallons so we could give it a try."



Oil-Base Paint: A Food Source for Mold & Mildew

The fence, which was originally painted with an oil-base paint, was peeling badly and covered with dirt, mold & mildew. "The people who had painted it didn't know that oil is a food source for mildew, so it really looked bad," he said. Pitre and his crew stripped the fence to the wood to get rid of the oil-base paint – and killed the mold & mildew with JOMAX® House Cleaner & Mildew Killer. Then they painted it with PERMA-WHITE.

"We used to have to clean the fence twice a year, which was a lot of work," said Pitre. "PERMA-WHITE saves us a lot of time. It's been about a year-and-a-half since the fence has been painted and there's hardly any noticeable mildew."

A Great Paint for Any Exterior Project

PERMA-WHITE worked so well on the fence, Pitre and his crew of twelve have been using it for other painting projects at Oak Alley Plantation.

*PERMA-WHITE contains a mildewcide to prevent the growth of mold & mildew on the paint film only.

Continued on next page...

What's the worst part of removing wallpaper? If you poll contractors, you'll probably get one answer: repairing torn drywall. It's tedious, labor intensive, time-consuming and often frustrating.

Mark Powell of California Coastal Painting in San Diego used to apply an oil-base product to seal torn drywall before skim coating. Frequently frustrated with the results, he literally searched the shelves of local paint stores looking for a better product. That's when he discovered GARDZ® High Performance Sealer.

"I heard about a group of commercial wallcovering contractors that were using GARDZ in hotels in San Diego, so I decided to give it a try," he explained. "GARDZ is awesome!"

GARDZ Solves a Variety of Damaged Drywall Problems

California Coastal Paint specializes in residential wallcovering removal and painting. Powell and his crew frequently find they have to repair drywall that's damaged during wallpaper removal.

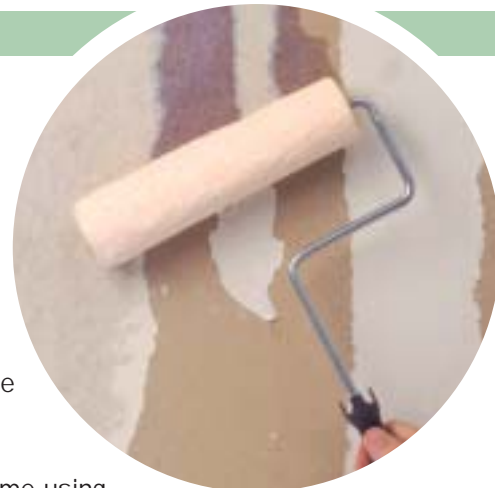
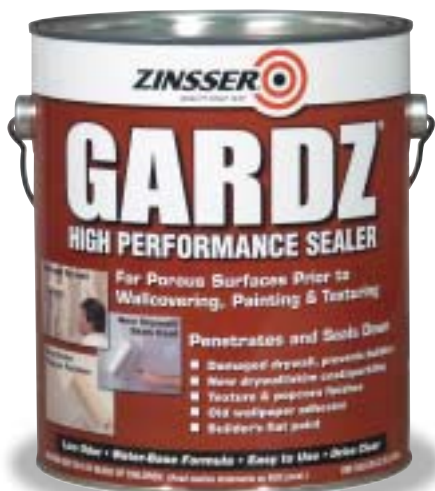
"We used an oil-base product because it was the only thing that worked. But it was very time consuming and we still got some lifting. Odor was a problem, too," Powell said. "If the water in the drywall mud reached the paper, it bubbled and then we'd have to repeat the process — sometimes three and four times."

Powell explained that since they also use water-base Bulls Eye 1-2-3® Primer-Sealer and a water-base topcoat to repaint – and contact with water can cause additional bubbling — it's imperative to thoroughly seal the surface. When he applied GARDZ, he literally watched it glue down the edges of the torn drywall and create an impervious rock-hard film.

"I couldn't believe it," he said. "We save a lot of time using GARDZ and it provides a better working surface. The job goes smoother and looks better."

GARDZ is formulated to penetrate and bind layers of torn facing paper. It dries to a moisture-resistant film that resists bubbling and provides an ideal surface for paint or wallcovering. In addition to sealing damaged drywall, GARDZ also has other great applications. It's a great sealer for new drywall because it protects the surface from future damage. It also seals spackling and joint compound skim coats, plaster, calcimine, uncoated wallpaper, wallcovering adhesive residue, texture paint, popcorn ceilings and builder's flat paint. Its versatility has made GARDZ a favorite among professionals.

"I've been in the industry for over 22 years and there isn't much I get excited about," Powell said. "I'm excited about GARDZ!" 🎯



(Oak Alley Continued)

"The ceilings of the big house were problem areas, so we painted them with PERMA-WHITE that was tinted blue. They don't get covered with mildew anymore" said Pitre. "And, we painted the bases of the columns about a year ago. They were always getting dirty and scuffed by visitors. PERMA-WHITE makes them easy to clean."

The maintenance crew also used PERMA-WHITE to paint a replica of an 1850 milking barn, the doors of a barn on the property, and more than 300 event chairs. Since Oak Alley is frequently the setting for weddings, parties and other private functions, the maintenance crew requires a paint that's durable and cleans easily. PERMA-WHITE has been working so well at Oak Alley, they plan to use it on a new 30X62 foot, two-story building on the site in the near future.

"Oak Alley really put PERMA-WHITE to the test," concluded Zeb Mayhew, Administrative Director for Oak Alley Plantation. "It's been working very well – and if it saves us time and energy on cleaning and repainting, we can spend more time preserving and maintaining this historic landmark." 🎯



Meeting the Challenge of Lower VOC Regulations

Since 1985, contractors have relied on oil-base Cover Stain® to prime and seal a variety of interior and exterior surfaces. Its fast dry time, great hide and superior stain killing power have made it a favorite for priming new wood, sealing stains from water, smoke and nicotine and blocking cedar & redwood bleed. But, new regulations on the West Coast and in the Northeast have made it necessary for manufacturers like ZINSSER to reformulate oil-base products to meet more stringent VOC regulations. While the regulations have forced changes to the physical properties and performance aspects of many tried-and-true products – some with poor results – they also have spurred new technologies that have ultimately led to the creation of superior products. Such is the case with High Hide Cover Stain.

Background on Air Quality Regulations

In 1990, the United States Congress made the reduction of ground level ozone, also known as smog, a major goal of the Clean Air Act. As a result, the Environmental Protection Agency (EPA) conducted a study to determine which industries – and products — had the greatest potential to contribute to ground level ozone. While the automotive industry was identified as the key contributor, other products – including architectural coatings – were identified as those that could impact the attainment of Clean Air Standards. That's why the EPA promulgated the National Volatile Organic Compound (VOC) Emission Standards for Architectural Coatings ("National Rule") on September 11, 1998.

Since that time, agencies around the country have evaluated the "National Rule" to determine if it is stringent enough to attain Clean Air Standards in their region. In some densely populated areas, it was determined that the "National Rule" was not attaining the Clean Air Standards required by the EPA. Because of the population density and the ground level ozone in many regions, it's not surprising that a majority of California Air Districts passed Suggested Control Measures provided by the California Air Resources Board which further reduced VOC limits including a maximum 350 VOC limit on specialty primers, sealers and undercoaters like Cover Stain by January 1, 2003.

On January 1, 2005, new lower VOC regulations will also take effect in several Northeastern states including Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia and the District of Columbia, as recommended by the region's Ozone Transport Commission (OTC). Maine, Massachusetts, New Hampshire, Rhode Island and Vermont have proposed changes effective January 1, 2006 and OTC recommendations are still under review in Connecticut as of September 30th.

High Hide Cover Stain: A Superior 350 VOC Oil-Base Primer

After extensive research, development and testing, the chemists at ZINSSER developed an oil-base primer that meets the regulations for specialty primers, sealers and undercoaters in California and in the Northeastern OTC states – and meets ZINSSER's standards for great performance. And as far as professional painters in California are concerned, High Hide Cover Stain is one of our best formulas ever!

High Hide Cover Stain is not simply a higher solids version of Cover Stain. It was developed from a special formula concept designed specifically to meet 350 VOC requirements. It contains more quality proprietary resins (solids) and less vehicle (liquid) which reduces emissions and gives it superior hiding power. The additional solids also give a slightly thicker, creamier consistency that flows beautifully with excellent leveling, creating an optimum surface for smooth topcoats. New High Hide Cover Stain offers excellent flexibility and penetration, creating an ideal foundation over wood fences and exterior siding.

Like Cover Stain, High Hide Cover Stain is also formulated to effectively block a variety of stains and prevent them from bleeding into the topcoat. Stains from water, fire, smoke, nicotine – and Cedar and Redwood bleed – are no match for High Hide Cover Stain. And like other ZINSSER primers, it has great "bond coat" adhesion to provide a sound surface for painting over slick surfaces like PVC pipe, old glossy paints, hardboard, paneling and vinyl siding without sanding or deglossing.

High Hide Cover Stain can be sprayed, brushed or rolled under or over any interior or exterior water-base or oil-base topcoat and can be tinted toward the color of paint to help get great hide. And it's fast drying, so you can recoat in just 2 hours. In short, High Hide Cover Stain not only helps reduce VOCs, it also helps professional painters get great results!

For more information about High Hide Cover Stain, including Technical Data Bulletin and MSDS, visit www.zinsser.com. ©



Amazing

Shellac!

Painting contractors, restoration professionals and the woodworking community have long recognized shellac's amazing properties. An all-natural resin, shellac seals stains and blocks odors better than any manmade substance. It dries lightning fast, sticks to almost any surface – and makes wood look absolutely beautiful. It's no wonder that for more than 150 years, Bulls Eye® Shellac has been a "staple" in woodworkers' shops across the country. And our B-I-N® white-pigmented shellac-base primer is widely recognized as the "ultimate performance primer" by contractors who require a primer to seal the worst stains and permanently block the worst odors, like those from fire and smoke. But Bulls Eye Shellac and B-I-N have applications that go far beyond traditional restoration, painting and wood finishing projects. Here are a few of their more unusual uses:

Revolutionizing the Art World

Artist, Brendan Loughlin has long been a fan of B-I-N. Prior to turning his time and talents to painting, he spent 20 years as owner and operator of a kitchen cabinet refinishing business. B-I-N was his undercoat of choice. When he expanded his business to include furniture painting, he decided to experiment and tried mixing B-I-N with pure tints. The results were amazing!

Today, Loughlin is a full-time artist and teacher at the Marylou Fischer Gallery in Guilford, CT. Recently, he abandoned his traditional pastel colors and water colors in favor of a new medium he invented, PASTAC – a mixture of B-I-N and soft pastels.

"I first used B-I-N tinted with soft pastels as an undercoat for my paintings. It worked so well I decided to use it instead of paint," said Loughlin. "It's an amazing phenomenon! I believe this medium will become a new way of painting that will rival both acrylics and water-base."

Why? According to Loughlin, PASTAC has many advantages over other mediums. It dries quickly and allows the artist to build texture without losing the quality of the color, as often happens with acrylics. And PASTAC produces brilliant colors that never fade – even in direct sunlight – and gives the artist an unlimited color palette from which to choose.

"You don't need a fixative to protect the color when you use PASTAC," said Loughlin. "And because it sticks to just about any surface you can go beyond the canvas and create art on any surface – from steel drums to Masonite. It's a revolutionary way of painting!"

Loughlin's PASTAC paintings were recently featured at gallery shows in Newport, RI and on Martha's Vineyard. They've become "best sellers" at the Marylou Fischer Gallery where his work is permanently displayed. And most of his students now carry a small can of B-I-N instead of paint. To view some of Loughlin's work using the PASTAC medium, visit the Marylou Fischer Gallery website at maryloufischer.com.

One for Ripley's "Believe It or Not"

We know B-I-N has amazing properties and unusual applications – but even we found this report from the field hard to believe!

A funeral home in Akron, OH uses skin-tone tinted B-I-N to prepare the deceased for viewing. Applied prior to make-up, the morticians "spot prime" with B-I-N to cover bruises and other marks to prevent them from showing through the make-up.

With its high-hiding properties, easy tintability and the ability to adhere to almost any surface, B-I-N is the natural choice – even in the most unusual circumstances!



From the ZINSSER Mailbox



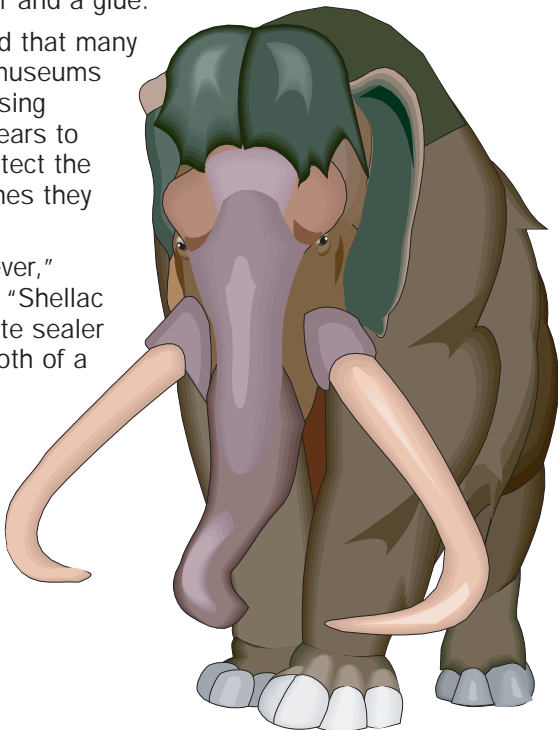
A Market of Mammoth Proportions

Michael Sincak, owner of Treasures of the Earth, Ltd., an online retailer of authentic and replica fossils, mineral specimens, petrified wood and cultural artifacts has been using Bulls Eye Shellac to preserve and stabilize fossil material for the last eight years.

"My company gets woolly mammoth and woolly rhinoceros bones from fishermen who catch them in their dragged nets in the shallow North Sea. Because the bones are crumbly, we need a product to seal the bones and hold them together," said Sincak. "Bulls Eye Shellac acts as both a sealer and a glue."

Sincak added that many well-known museums have been using shellac for years to seal and protect the dinosaur bones they exhibit.

"It lasts forever," Sincak said. "Shellac is the ultimate sealer for a mammoth of a job!" 🎯



We know we make great products – but it's always great to hear that people who use them think so too! Here are just a few of the many e-mails we've recently received about DIF® Wallpaper Stripper.

Joe Scheirman
Oklahoma City, OK

I've renovated dozens of wallpapered rooms in my life and have usually steamed off old wallpaper. While browsing my local home improvement center, I bought some of your DIF wallpaper remover, thinking it might ease the process. To my surprise, the removal was virtually effortless. The stuff actually works!

It's so rare that a product works as advertised that this is the first compliment I've made to a manufacturer. I will recommend your products to all who are interested.

Doug Brand
St. Petersburg, FL

All too often, we tend to forget to give credit where credit is due. I just had to drop a note to thank Zinsser for making a superior product that lived up to all the claims & statements that came with it.

We applied a wallpaper border in one of our bathrooms several years ago and it finally came time for a change. I was truly regretting the task of removing it, as I had visions of a few hour "DIY project" turning into the weekend from Hell.

I visited one of our local home centers and discovered a bottle of your DIF Wallpaper Stripper. Honestly, I was somewhat leary about how effective it would be, but decided to give it a try. Following the instructions on the bottle, I applied it as directed... and damn if the wallpaper didn't peel off like a breeze. Wow... what a concept! A product that actually works the way it's supposed to! Not only did it take a very short period of time to complete the project, it saved my weekend as well.

Great job Zinsser! Keep making quality products that deliver what's promised. Maybe some of the others in your field will get the message. If you want a company spokesperson, just ask... I'll be happy to tell it again.

Tami Robinson
Connoquenessing, PA

I used the spray gel for the first time to remove a pre-existing border in my daughter's room. What would have taken hours turned into minutes – what a great product!! Quick easy and no odor – thank you, thank you, thank you!!



What's New?



SHIELDZ® UNIVERSAL – A Great Wallcovering Primer... Now Even Better!

Since 1985, SHIELDZ Universal Pre-Wallcovering Primer has helped make hanging wallpaper easier – and removing it easier too! Now SHIELDZ has an exciting new look and some **great new features** that give you even more reasons to prime with SHIELDZ before wallpaper hanging — and to recommend it to your wallpaper customers. SHIELDZ now features ZINSSER's exclusive "Mold and Mildew Shield™". Developed for high-humidity areas like bathrooms, laundry rooms and kitchens, "Mold & Mildew Shield" protects wallcovering investments by protecting against the growth of mold & mildew under the wallpaper. The new **enhanced SHIELDZ formula** is also great for use with ANY of the new paste-the-wall non-woven dry-strippable wallcoverings and adhesives – eliminating the need for a specialty primer. SHIELDZ continues to be a great UNIVERSAL wallcovering primer for use on **ANY surface**, with **ANY adhesive**, and under or over **ANY wallcovering**. The new user-friendly label features bright new graphics and highlights SHIELDZ' many features and benefits.

A New Look for READY PATCH™

READY PATCH Professional Formula Spackling & Patching Compound – a favorite with contractors for more than fifty years – is now available in new reusable polyethylene containers. The new containers make READY PATCH easier to tool out, and the high-density polyethylene doesn't dent or rust. The vapor-lock lid seals tightly to keep unused product fresher longer. And, exciting new graphics and "call-outs" in familiar READY PATCH black & orange highlight the product's many features and make it stand out on the shelf. New product literature and a new POP display board that features "live" product samples are also available. Full-bodied for heavy-duty interior and exterior repairs, READY PATCH is easy to apply and sand – yet dries rock-hard when cured – for long-lasting, professional-looking results on any interior or exterior surface. READY PATCH – and READY PATCH LITE for light-duty repairs – are available in gallon, quart, half-quart and half-pint containers, so they're perfect for any size spackling job.



A New Line of Removers & Strippers from NEWPARKS

In 2002, ZINSSER acquired the assets of Parks Corporation, a leading manufacturer of paint removers, strippers and wood finishes. Now NEWPARKS is proud to unveil an expanded line of removers and strippers for professional and DIY users. The expanded line features bold new packaging – and innovative new products – to offer a complete assortment of products for any stripping challenge. The new program includes **PARKS Power Stripper**, a semi-paste stripper formulated to tackle the toughest removal projects; **PARKS Spray On Stripper**, the strength of Power Stripper in a convenient sprayable semi-paste; **PARKS Detail Stripper**, for removing paint, finishes and stains from intricate carvings or details; **PARKS Over Time Stripper**, an environmentally-friendly alternative to traditional strippers; and **PARKS Color Ready Stripper**, a gel stripper that changes color when ready to be removed making it great for do-it-yourselfers. The new program also includes **PARKS Furniture Refinisher**; **PARKS Stripper Wash** and **PARKS Adhesive Remover**. ☺



For more information, contact
NEWPARKS at 1-800-225-8543 –
or ask your ZINSSER representative.

Case Study

Odor Not a Problem with Bulls Eye® Odorless

Astute dentists recognize that patients may feel “uncomfortable” visiting their office – even when their visit is for a routine cleaning and check-up. That’s why they’re reluctant to add another “discomfort” — the smell of paint — to the office experience.

But from time to time every office needs to be painted to keep it attractive for patients and staff. This can be particularly problematic for an active dental office that’s open six days a week to accommodate patients — but sorely needs a fresh coat of paint.

Bulls Eye Odorless to the Rescue

John Murphy, owner of John Murphy Painting Contracting, understands how offensive paint odor can be in “people-sensitive” areas like his dentist’s office in Cambridge, MA. As an experienced professional, he also understands that some paint jobs, like the one at the dental practice, require the use of a high performance primer to kill stains, cover dark colors and stick to glossy surfaces. So it made perfect sense to turn to Bulls Eye Odorless Primer Sealer to get the job done.

“This job required a primer that could hide dark colored walls and adhere to previously painted semi-gloss woodwork,” John said. “I’m a fan of Cover-Stain® but these circumstances required the use of a primer with less odor. Dry time was important too since the goal was to complete the job as quickly as possible.”



Look for 350 VOC
Sprayable Odorless
in January 2005

Bulls Eye Odorless is an all-purpose interior primer-sealer specifically formulated to offer oil-base performance without the oil-base odor. Great for priming new or previously painted drywall, plaster, wood and other interior surfaces, high-hiding Bulls Eye Odorless prevents previous colors from showing through the new topcoat, blocks unsightly stains and seals the surface for a better, more consistent paint job.

“The dentists wanted to change the color of the walls from bright orange to off-white, so hide was very important,” said John. “Bulls Eye Odorless worked beautifully.”

Bulls Eye Odorless covered the orange walls and adhered tightly to the surface to create a sound base for the new paint. Like all ZINSSER primers, Bulls Eye Odorless sticks to all surfaces – even glossy surfaces like previously painted woodwork – without sanding, so minimal prep work was required and dust was not a problem. And its fast dry time allowed John and his crew to recoat in two hours and complete a big job in a short time frame. “We were especially pleased that we were able to get the job done in an occupied office with no complaints about odor from either the dentists or their patients. And the dentists, Drs. Michael and Frank Bane were even happier because we were out of their way in record time,” said John. “It goes without saying that this is a great product.”

John is so pleased with the performance of Bulls Eye Odorless he recommends it to his fellow members of the National Alliance of Professional Painters (NAPP) and has added it to his standard operating procedures manual as the preferred primer for “people sensitive” areas where odor is a prime concern! 🎯

Down Memory Lane

1941

The year is 1941 and the world is in an upheaval with World War II in full swing. As ZINSSER celebrates 92 years manufacturing quality products, these events are taking place in the United States and around the world:

- Japanese naval aircraft make a surprise air attack on the US naval base at Pearl Harbor, Hawaii. President Roosevelt declares Dec. 7 “a date which shall live in infamy” and the Senate and House declare war on Japan.
- Germany and Italy declare war on the U.S.A.
- The United Service Organization (USO) is formed in the US to organize entertainment for Allied soldiers by performers such as Bob Hope and Bing Crosby.
- President Roosevelt signs the Draft Act, which calls for all men 18–64 to register and all men 20–44 to be eligible for active duty.
- Pilots flying westward over the Pacific discover “jet streams” – air currents with speeds up to 500 kph/310 mph.
- British researchers develop polyester
- Gutzon Borglum, creator of the Mt. Rushmore Memorial dies. His son, Lincoln, completes the work the same year.
- General Mills introduces Cheerios.
- President Franklin D. Roosevelt establishes the Fair Employment Practices Commission to investigate alleged discrimination on the basis of color, race, national origin, or creed.
- The aerosol spray can is introduced.
- A can of beer costs \$.05 and frozen shrimp costs \$.15 per pound.

RPM International Inc., the holding company that owns ZINSSER Co., Inc., owns subsidiaries that are world leaders in specialty coatings serving both industrial and consumer markets.

Industrial products include roofing systems, sealants, corrosion control coatings, flooring coatings and specialty chemicals. Consumer products are used by professionals and do-it-yourselfers for home, automotive and boat maintenance and by hobbyists. RPM shares are traded on the New York Stock Exchange under the symbol RPM.

RPM International Inc., recently reported a record quarter for sales, earnings and earnings per share for its fiscal 2005 first quarter ended August 31, 2004.

RPM reported net sales of \$661.5 million for the fiscal 2005 first quarter, a 13.9 percent increase over last year's first quarter. Organic growth increased sales by \$65.5 million, or 11.3 percent. Acquisitions, net of a small divestiture, added \$8.2 million, or 1.4 percent, and net favorable foreign exchange rates contributed \$6.8 million, or 1.2 percent, to the sales growth. A reclassification of co-op advertising expense was made to better conform with industry practice, which, on a comparative basis, reduced reported fiscal 2004 first-quarter net sales and selling, general and administrative expenses (SG&A) by \$9.1

million. This change in classification for co-op advertising expense does not affect earnings before interest and taxes (EBIT), net income or earnings per share.

Net income reached \$54.5 million, an improvement of 14.3 percent over last year's first quarter, while diluted earnings per share rose to a record \$0.47, a 14.6 percent improvement compared with the fiscal 2004 first quarter. The company elected early adoption of FAS 123 ("Accounting for Stock-Based Compensation") effective June 1, 2004, which reduced fiscal 2005 first-quarter earnings by approximately one-half cent per share.

Consolidated EBIT increased 15.3 percent to \$92.4 million compared with last year's \$80.2 million. The EBIT margin improved to 14.0 percent of sales from 13.8 percent a year ago. The margin improvement reflects strong growth in sales volume, productivity gains, cost controls, initial price increases and accretive acquisitions, which collectively more than offset the impact of higher raw material costs. The company will continue to implement price increases in an effort to recover higher raw material costs, which have negatively affected gross margins, particularly in the consumer segment.

Both operating segments grew substantially year over year during the first quarter. RPM's industrial segment continued to benefit from the organic growth that began in the second half of fiscal 2004. Industrial segment net sales grew by 15.6 percent, of which 11.9 percent was organic, including strength in roofing services, commercial construction

sealants, admixtures, and exterior insulation finishing systems (EIFS), and powder coatings. The industrial segment continued to benefit from earnings leverage on strong sales, boosting EBIT by 19.3 percent.

Consumer segment net sales grew 11.8 percent compared with first-quarter 2004, with 10.5 percent of this growth being organic as strong retail demand continued nearly throughout this segment, including wood care products and garage floor coatings. Consumer segment EBIT grew by 9.9 percent, with higher raw material costs more than offsetting this segment's earnings leverage from the higher sales.

Cash flow from operations was \$41.0 million, an increase over fiscal 2004 first-quarter cash flow of \$30.9 million. After-tax asbestos-related payments during the 2005 first quarter were \$11.9 million versus last year's \$4.8 million; however, last year's first quarter had the benefit of the remaining third party insurance supplement, amounting to \$9.4 million. Therefore, before taxes and insurance, total asbestos-related payments of \$19.0 million this year compare with \$17.1 million last year. Capital expenditures of \$7.4 million during the 2005 quarter compare with depreciation of \$12.3 million. Total debt increased by \$3.9 million, to \$723.8 million, including a \$4.5 million note given in a small acquisition during the 2005 quarter. The debt-to-capital ratio remained unchanged from the fiscal year ended May 31, 2004, at 42 percent, but improved from 45 percent one year ago.



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