



FOR IMMEDIATE RELEASE

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**WATSON STANDARD MAKES NEW APPOINTMENT:
JEFFREY MATTY TO VICE PRESIDENT OF QUALITY AND REGULATORY AFFAIRS**

Pittsburgh, PA, 3/22/2011 -

Watson Standard Company is pleased to announce the appointment of Jeffrey Matty as Vice President of Quality and Regulatory Affairs, effective immediately. Previously the Vice President of Technology, Jeffrey has been a valued employee of Watson Standard for fourteen years.

Jeffrey's knowledge and experience regarding quality, technology, and manufacturing and regulatory compliance afford Watson Standard an enhanced perspective on quality and regulatory functions. Creating this position within the company structure is consistent with an ongoing commitment to uncompromised quality, global regulatory compliance, and continuous improvement in order to provide unparalleled service to its customers.

Watson Standard's Executive Vice President, Jim Lore, commented, "Jeffrey's broad experience in the packaging industry coupled with the various positions he has held while at Watson Standard uniquely qualify him to lead the company's efforts to meet the ever changing demand for quality and regulatory compliance." As international and domestic

regulatory requirements continue to evolve, it is crucial to support Watson Standard's business plans with a well-lead and informed unit such as this.

Boilerplate:

Watson Standard is a privately held chemical coatings company, headquartered in Pittsburgh, Pennsylvania, serving the global marketplace. Watson Standard specializes in application based, customer specific conventional and energy curable coatings, adhesives and related products for the rigid, flexible, pharmaceutical and general packaging industries.

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