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Pantone Unveils Color of the Year for 2010: PANTONE 15-5519 Turquoise

*Turquoise Transports Us to an Exciting, Tropical Paradise
While Offering a Sense of Protection and Healing in Stressful Times*

CARLSTADT, N.J., Dec. 9, 2009 – Pantone LLC, an X-Rite company (NASDAQ: XRIT), and the global authority on color and provider of professional color standards for the design industries, today announced **PANTONE® 15-5519 Turquoise**, an inviting, luminous hue, as the color of the year for 2010. Combining the serene qualities of blue and the invigorating aspects of green, Turquoise evokes thoughts of soothing, tropical waters and a languorous, effective escape from the everyday troubles of the world, while at the same time restoring our sense of wellbeing.

“In many cultures, Turquoise occupies a very special position in the world of color,” explains Leatrice Eiseman, executive director of the Pantone Color Institute®. “It is believed to be a protective talisman, a color of deep compassion and healing, and a color of faith and truth, inspired by water and sky. Through years of color word-association studies, we also find that Turquoise represents an escape to many – taking them to a tropical paradise that is pleasant and inviting, even if only a fantasy.”



Whether envisioned as a tranquil ocean surrounding a tropical island or a protective stone warding off evil spirits, Turquoise is a color that most people respond to positively. It is universally flattering, has appeal for men and



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women, and translates easily to fashion and interiors. With both warm and cool undertones, Turquoise pairs nicely with any other color in the spectrum. Turquoise adds a splash of excitement to neutrals and browns, complements reds and pinks, creates a classic maritime look with deep blues, livens up all other greens, and is especially trend-setting with yellow-greens.

In fashion, Turquoise makes a statement that can look elegant and dressy in fine silk and gemstones, or casual and fun in cotton and athletic apparel. Because of its versatility, Turquoise is a great accent color in jewelry, purses, shoes, hair accessories and even nail polish for women, and ties, shirts and sportswear for men.



For brides wanting a flattering choice for attendant apparel and accessories on their big day, Turquoise is now one of the nearly 200 PANTONE WEDDING Colors available from Dessy, a leading manufacturer of bridesmaid, social occasion and flower girl dresses, as well as destination wedding gowns under the labels Dessy Collection, After Six, Alfred Sung, Lela Rose Bridesmaid and Sandals Destination Wedding Dresses. PANTONE WEDDING exclusively from Dessy provides a collection of color tools to make it easy for brides to achieve perfectly color-coordinated weddings – from inspiration to “I do.”

Additionally, Turquoise is one of 3,000 colors available in Pantone’s line of superior-quality, eco-friendly paint. PANTONE Paints combine the accuracy of PANTONE Colors with the beauty of high-performance Dutch paints. Perfect for a powder room or bedroom, Turquoise is an evocative, spa-like hue that adds an undertone of warmth and excitement to any cool space. In the kitchen, Turquoise adds a unique flare to tabletop and appliances.

About Pantone

Pantone LLC, a wholly owned subsidiary of X-Rite, Incorporated, has been the world’s color authority for more than 45 years, providing design professionals with products and services for the colorful exploration and expression of creativity. Always a source for color inspiration, Pantone also offers paint and designer-inspired products and services for consumers. More information is available at www.pantone.com.



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About X-Rite

X-Rite, Incorporated, is the global leader in color science and technology. The company, which now includes color industry leader Pantone, develops, manufactures, markets and supports innovative color solutions through measurement systems, software, color standards and services. X-Rite's expertise in inspiring, selecting, measuring, formulating, communicating and matching color helps users get color right the first time and every time, which translates to better quality and reduced costs. X-Rite serves a range of industries, including printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles, dental and medical. For further information, please visit www.xrite.com.

Oy Urban View Ltd

Oy Urban View Ltd is a local distributor of trend forecasts, professional fashion and design magazines, graphic books and PANTONE colour systems. At present our market area covers Finland and the Baltic States. We represent more than 20 different global trend agencies including Carlin International, OvN and Mudpie to name a few.

We also arrange trend forecast seminars and events. We provide mainly for firms that are in fashion and design business as well as advertising and marketing communication agencies.

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