

## Daytonabrands Inc. secures \$1.1 Million of ArmorCoat Product Orders Since April

For Immediate Release

IRVINE, Calif./EWORLDWIRE/July 3, 2008 --- Daytonabrands, Inc. (Pink Sheets: DYTB), a manufacturer and marketer of innovative consumer products for the automobile and home, today announced that it has secured ongoing orders in the amount of \$1.1 million for its ArmorCoat product since its launch in April.

ArmorCoat is the clear, aftermarket paint protection coating that is sprayed over the existing OEM paint finish. It will reduce and help prevent damage from stone chipping, scratches, insects, weathering and hazards. Incorporating a patent pending, highly flexible and impenetrable properties, ArmorCoat is not just virtually invisible to the eye, but significantly more resilient and tougher than traditional OEM clear coats. ArmorCoat dramatically reduces the possibilities of chipped paint and keeps a vehicles finish looking smooth and pristine.

"We knew we had a superior product and after testing ArmorCoat including applying it on the hood of a Jay Robinson Racing NASCAR car, the results continued to prove it. There was a night and day difference between the unprotected side and protected side of the hood," said Scott Harkness of Daytonabrands, Inc.

"We have been planning the launch of ArmorCoat over the course of the past year. The excitement we are generating since April with this product category further endorses our capability to deliver marketing/sales programs of superior consumer products. ArmorCoat has many significant advantages over other products in this category and distribution is unfolding according to our plan. We additionally see this product having extended applications and have been testing ArmorCoat in the marine, aviation and theme park industries," further stated Harkness.

ArmorCoat is applied with traditional body shop spray equipment and is currently being distributed to body shops, automotive and motor coach dealerships.

About Daytonabrands, Inc.

Daytonabrands, Inc. has reunited the best in the industry automotive marketing and sales powerhouse team comprised of former Armor All Corporation senior executives, including its founder, Alan Rypinski and many of its original 140 member sales representative groups. With an exceptional history of leadership in the automotive aftermarket industry and over 100 years of combined consumer packaged goods industry experience with some of the most successful and respected marketing companies in the world (including Disney, Pepsi-Cola, ConAgra, Clorox, Wyeth and GE), the team provides distribution access to well over a 100,000 retail, automotive dealership and bodyshop outlets. Daytonabrands products can be found in a variety of trade channels, including the Internet, automotive catalogs, direct-to-consumer television/print and various retail outlets ('<http://www.daytonabrands.com>').

Statements contained in this news release, aside from those identifying historical facts, are 'forward-looking statements' within the meaning of Section 21E of the Securities Exchange Act of 1934 and the Safe Harbor provisions as contained in the Private Securities Litigation Reform Act of 1995. Such forward-looking statements relating to the Company's future expectations, including but not limited to revenues and earnings, technology efficacy, strategies and plans, are subject to safe harbors protection. Actual company results and performance may be materially different from any future results, performance, strategies, plans, or achievements that may be expressed or implied by any such forward-looking statements. The company disclaims any obligation to update or revise any forward-looking statements.

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