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## **KIRKER AUTOMOTIVE FINISHES CREATES FACEBOOK PAGE, INTRODUCES PROMOTION TO INCREASE TRAFFIC**

COMPANY WILL USE FACEBOOK TO SHARE PRODUCT DEVELOPMENT  
NEWS, TECHNICAL TIPS, PHOTOS AND OTHER USEFUL CONTENT

**NEWBURGH, NY / SEPTEMBER 29, 2011** – Kirker Automotive Finishes has taken its first step into social marketing with a new [Facebook page](#), which it will use to share new product news, technical updates and other useful content, as well as occasional promotions, photos and more.

Though visitors will find some of the same information that's already on Kirker's [Web site](#), the company plans to use [www.facebook.com/kirkerautomotive](http://www.facebook.com/kirkerautomotive) as a vehicle to publish a wide assortment of creative and engaging new content developed specifically for Facebook by its product management, sales support and technical services departments.

Site visitors can expect to learn about ongoing product development efforts and new marketing campaigns. They also will read periodic features on custom painters and see plenty of interesting photos. But Kirker doesn't just plan to use Facebook as a bulletin board for sharing information, says Vice President of Sales & Marketing, Matt Panuska.

"We want to interact. We want to encourage a conversation. Anyone can post something on a Web site, but that's static, one-way-only communication," Panuska said. "Facebook invites the people who use our products to share their experiences, provide feedback, make suggestions and tell us what they like best about what we do. That enables us to better focus our attention on those things."

### **BLACK DIAMOND Prize Pack Giveaway**

To help draw visitors to the new Facebook page, Kirker is giving away a pair of BLACK DIAMOND prize packs worth more than \$600 each. Two winners will be randomly selected from among all of those who "Like" the company's Facebook page by the time the promotion ends on November 14. They will be announced the next day on Kirker's Facebook page.

Each winner will receive a complete setup of Kirker's new BLACK DIAMOND low-VOC refinish materials to use on a future project. That includes a gallon of Low-VOC Urethane Basecoat in any color; a gallon of Low-VOC 2K Urethane

Primer; a gallon of Low-VOC Urethane Clear; and three quarts each of Low-VOC Urethane Activator and Low-VOC Urethane Reducer. Prize packs also will include a t-shirt, stickers and more.

**About Kirker Automotive Finishes**

A division of Coventry Coatings Corp., Kirker Automotive Finishes has manufactured paint for more than one hundred and ten years. Today the line covers a complete range of automotive and fleet refinish products, including factory-packaged urethane and enamel paints, primers, clears, activators, reducers and other related items. Kirker also maintains a significant private-label program. To learn more, please visit the company's web site: [www.KirkerAutomotive.com](http://www.KirkerAutomotive.com).

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