

ACNNEWSWIRE

Privity to Introduce Sci-Paint Japan 'SUPRA' to Middle East

Dubai, Dec 29, 2008 - (ACN Newswire) - Sci-Paint Inc. of Japan, a leading 'Green' paint manufacturer, has selected Dubai-based Privity LLC as its regional consultant in introducing the company's architectural paints to the Middle East. Sci-Paint's high level team is currently visiting the region meeting potential strategic partners and investors, enabled by Privity.

Sci-Paint is the inventor and producer SUPRA, a 'High Tech Insulation Paint' which significantly reduces indoor temperature, improving energy and air-conditioning equipment efficiency and life. SUPRA typically decreases interior temperatures 5-10 degrees C. without air conditioning. SUPRA can be applied to concrete, all metals, woods, resin and any external building material. It is odorless and non-toxic, so can be applied to interiors as well. SUPRA can also be applied to transparent glass. GLASS SUPRA is clear, colorless and odorless, and applied on navigating bridges' windows will not blemish visibility during darkness hours, unlike colored insulating films.

"We feel extremely fortunate that Privity is our Consultant for the U.A.E region," comments Kaori Sugimura of Sci-Paint, Japan. "It was very important for us to find consultants in this part of the world who understand the business culture of both Japan & the Middle East. In a short span of time Privity has introduced our energy efficient paints to a variety of potential clients in the region. We trust in their professionalism and are looking forward to a long lasting business relationship with the Privity in the Middle East."

Sleem Hasan, Privity Chairman says, "Privity has been actively developing a UAE-Japan business corridor and Sci-Paint certainly qualifies as an ideal candidate. Dubai's initiative on going GREEN coupled with today's growing need for saving energy endorses Sci-Paint's vision of expanding and ultimately building a manufacturing plant in the UAE."

About Sci-Paint Japan Inc.

Sci-Paint Japan Inc. was established in January 2008. The company's product lines have already attracted large clients in Japan, including Muramoto Construction, Sagano Kanko Railway, West Japan Railway Company. The company is certified and accredited by the Government's Carbon Credit Offset Japan program for SUPRA, the first product in the field of paint with CO2 emission rights. SUPRA is a highly reflective paint - 92.3% for all frequencies, 94.6% for near infrared frequencies, and 90.4% for visible-light frequencies. As a result, the paint is able to prevent roofs and roads from absorbing heat, improving the energy efficiency of houses, offices, and plants by 20%-30%, and contributing to the reduction of CO2 emissions. For more information, please visit <http://www.sci-paint.jp>.

About Privity

Privity is a unique strategic and advisory consultancy developing and enhancing business opportunities for its clients in the South Asia, Middle East and North Africa (SAMENA) region. At the core of Privity's business operations is the 4i (Ideas, Intelligence, Innovation, Invention) methodology. In order to deliver exact bespoke solutions to clients according to specific requirements, the management team at Privity concentrates on rapid development of ideas through intelligent application of information and research material, devising innovative execution strategies and inventing rational implementation plans. For more information, please visit <http://www.privityllc.com>.

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