

**AmericanCoatings**  
ASSOCIATION

May 20, 2010

EXHIBIT 2

Ms. Wendy Cleland-Hamnett  
Director  
Office of Pollution Prevention and Toxics  
U.S. Environmental Protection Agency  
Ariel Rios Building  
1200 Pennsylvania Avenue, NW  
Mail Code: 7401M  
Washington, DC 20460

Mr. Ron Sims  
Deputy Secretary  
U.S. Dept. of Housing and Urban Development  
451 7<sup>th</sup> Street, S.W.  
Room 10100  
Washington, DC 20410

Ms. Peggy Conlon  
President and CEO  
The Advertising Council  
815 Second Avenue, 9<sup>th</sup> Floor  
New York, NY 10017

Ms. Ruth Ann Norton  
Executive Director  
Coalition to End Childhood Lead Poisoning  
2714 Hudson Street  
Baltimore, Maryland 21224-4716

Dear Ladies and Gentleman:

I am writing to voice our industry's very strong concerns with the recently announced national public awareness campaign on childhood lead poisoning. In particular, the print and video information and depictions used in the Public Service Announcements are dangerously misleading and wholly misrepresent our industry and its products.

Instead of focusing on proper work practices, including the hiring of a qualified contractor or educating consumers, the new PSAs wrongly and unfairly imply that current paints contain lead. In addition, we find the visual depictions of our industry's products being poured onto cereal or into "sippy cups" or baby bottles to be completely inappropriate as these products have never been intended to be ingested or used in this manner. The use of such visuals is completely without merit and improper and we ask you to immediately cease using these misleading PSA's and remove them from your websites.

A far better public service announcement would focus on educating consumers about how to select qualified contractors to address lead-based paint hazards in the home that could arise with planned renovation and remodeling activities. In this way, consumer protection could be advanced, along with support for a newly regulated community -- the renovation, remodeling and painting contractors who want to safeguard their customers and have made the effort to become certified.

The American Coatings Association (ACA) and its members have vigorously pursued efforts to reduce and ultimately eliminate childhood lead poisoning. From labeling all consumer paint products (some 760 million gallons each year) with lead surface preparation warnings containing the EPA lead information hotline and web site, to distribution of EPA consumer information booklets at the retail point-of-sale, to training over 17,000 contractors, tuition-free, offered in English and Spanish in all 50

states and D.C. on lead-safe work practices, our industry's initiatives have been extraordinarily comprehensive and fruitful. Further, the ACA was instrumental in the establishment of CLEARCorps, the Community Lead Education and Reduction Corps, and served on the Council of Environmental Quality Task Force under Presidents Bush and Clinton, which developed constructive public awareness campaigns aimed at increasing consumer awareness of childhood lead poisoning. Those ads, in English and Spanish, were developed by media experts working with a diverse panel of public health and technical experts representing stakeholders across the spectrum.

Recently, with the finalization of EPA's Renovation, Repair and Painting (RRP) Rule, our industry applauded the establishment of the final link in a long-overdue national system for addressing control of lead-based paint hazards in housing. President Obama recognized the significance of the RRP Rule when, as the then-U.S. Senator from Illinois, he petitioned the agency for its swift development. Our industry remains fully engaged and supportive of the RRP Rule.

Again, we urge you to immediately cease using these misleading and unfair PSA's and remove them from your websites. In addition, we welcome the opportunity to provide additional information about our industry's efforts on this important matter.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Andrew Doyle". The signature is fluid and cursive, with a large initial "J" and "A".

J. Andrew Doyle  
President and CEO  
American Coatings Association, Inc.

cc: Jon L. Gant, Director, Healthy Homes and Lead Hazard Control  
U.S. Department of Housing and Urban Development



U.S. ENVIRONMENTAL PROTECTION  
AGENCY  
WASHINGTON, DC 20460

U.S. DEPARTMENT OF HOUSING AND  
URBAN DEVELOPMENT  
WASHINGTON, DC 20410



NATIONAL COALITION TO END  
CHILDHOOD LEAD POISONING  
2714 HUDSON STREET  
BALTIMORE, MD 21224

THE ADVERTISING COUNCIL  
815 SECOND AVENUE, 9TH FLOOR  
NEW YORK, NY 10017



JUN 09 2010

Mr. J. Andrew Doyle  
President and CEO  
American Coatings Association, Inc.  
1500 Rhode Island Avenue N.W.  
Washington, DC 20005-5503

EXHIBIT 3

Dear Mr. Doyle:

Thank you for your May 20, 2010 letter to us, regarding our Lead Poisoning Prevention Public Service Advertising (PSA) campaign.

The partners and creative teams carefully designed the campaign with two clear-cut objectives: to educate parents and caregivers about the potential dangers of lead poisoning from old lead-based paint found in homes built before 1978, and to empower and provide them with information and access to resources to remediate any related hazards. All of these PSAs are intended to motivate the target audience to visit the campaign website or call the toll-free number. The messages of the PSAs are succinct and scientifically-based, and stimulate the desired call to action to eliminate childhood lead poisoning.

Many Americans assume that lead poisoning is not a current or potential problem anymore. They view it as legacy issue from their parent's generation, not a critical concern for their own children today. As you are aware, unfortunately, that is not true. Lead poisoning affects more than one million children in the United States each year. The concept represented by paint pouring from a rusted paint can into a baby bottle, cereal bowl, or sippy cup is designed to create awareness about this tragic issue. The campaign brings into focus that old lead paint in millions of older American homes remains an issue that affects children today. We are confident that the general public understands that the campaign targets old lead paint. All of the statistics and claims made in the PSAs are factually accurate, and each of the advertisements attributes lead poisoning to homes built before 1978.

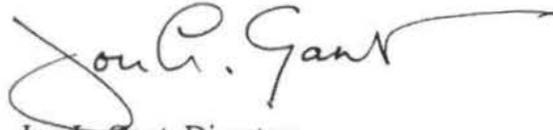
The PSA campaign effectively drives viewers and listeners to [www.leadfreekids.org](http://www.leadfreekids.org), where they can find tips on how to prevent lead poisoning in the home, school, and workplace, to implement lead-safe work practices, and to locate lead resources in their communities. This website is further supported by the EPA-HUD-CDC National Lead Information Center hotline at 1-800-424-LEAD. Providing this information and access to resources is critical to bringing an end to this tragic, yet preventable, disease.

We are certain that you share with us the goal of preventing childhood lead poisoning. We know that this campaign will help us achieve that goal.

Sincerely,



Wendy Cleland-Hamnett  
Director  
Office of Pollution Prevention and Toxics  
U.S. Environmental Protection Agency



Jon L. Gant, Director  
Office of Healthy Homes and  
Lead Hazard Control  
U.S. Department of Housing  
and Urban Development



Peggy Conlon  
President and CEO  
The Advertising Council



Ruth Ann Norton  
Executive Director  
National Coalition to End Childhood  
Lead Poisoning



International Dairy Foods Association  
Milk Industry Foundation  
National Cheese Institute  
International Ice Cream Association

EXHIBIT 4

June 1, 2010

Ruth Ann Norton  
Executive Director  
Coalition to End Childhood Lead Poisoning  
2714 Hudson Street  
Baltimore, MD 21224

Dear Ms. Norton:

The International Dairy Foods Association, which represents the nation's dairy manufacturing and marketing industries and their suppliers, strongly objects to the use of visuals that depict white paint filling a baby bottle and a cereal bowl as part of your public awareness campaign on childhood lead poisoning. In both visuals, the paint is made to look like milk.

These visuals denigrate milk and mislead consumers to think milk is somehow responsible for poisoning children. In fact, the opposite is true. Milk, cheese and yogurt are foods recommended by health professionals to help mitigate lead poisoning in children. Dairy products are calcium-rich foods that reduce lead absorption and also help make teeth and bones strong. The milk industry prides itself in providing safe, healthful and nutritious products for consumers.

This campaign does a disservice to the good work the Coalition and its partners are doing to educate parents about the role of a healthy diet in protecting children against the effects of lead poisoning. We urge you to immediately remove these video and print materials from distribution, TV placements, YouTube and the Web sites of your partners: Environmental Protection Agency, U.S. Department of Housing and Urban Development and the Ad Council.

Sincerely,

Connie Tipton  
President and CEO.

CET/hs

cc: Peggy Conlon, President and CEO, Ad Council  
Jon L. Gant, Director, Office of Healthy Homes and Lead Hazard Control  
Lisa P. Jackson, Administrator, Environmental Protection Agency  
Deputy Secretary Ron Sims



**International Dairy Foods Association**  
Milk Industry Foundation  
National Cheese Institute  
International Ice Cream Association

June 1, 2010

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Executive Director  
Coalition to End Childhood Lead Poisoning  
2714 Hudson Street  
Baltimore, MD 21224

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Sincerely,

Connie Tipton  
President and CEO.

CET/hs

cc: Peggy Conlon, President and CEO, Ad Council  
Jon L. Gant, Director, Office of Healthy Homes and Lead Hazard Control  
Lisa P. Jackson, Administrator, Environmental Protection Agency  
Deputy Secretary Ron Sims



Pamela G. Bailey  
President and  
Chief Executive Officer

ph 202-639-5917  
fx 202-637-8464

June 3, 2010

Ms. Ruth Ann Norton  
Executive Director  
Coalition to End Childhood Lead Poisoning  
2714 Hudson Street  
Baltimore, MD 21224

Dear Ms. Norton:

The Grocery Manufacturers Association<sup>1</sup> recently learned of the PSA ad campaign started by the Coalition to End Childhood Lead Poisoning, the Environmental Protection Agency, the Department of Housing and Urban Development, and the Ad Council.

We are shocked that in all three PSAs that we have seen, paint – an inedible and dangerous substance – is made to look like either milk or orange juice. Furthermore, the white paint is poured into a milk bottle and on cereal, and the orange paint is poured into a child's "sippy cup." These images are disingenuous and dangerous, and represent a total distortion of our members' healthy products. We ask that the PSAs cease immediately.

We have no objection to – indeed, we applaud – a public awareness campaign centering on the serious problems of children's exposure to lead. However, the current PSA campaign is totally inappropriate.

Sincerely,

A handwritten signature in black ink that reads "Pamela G. Bailey". The signature is written in a cursive style and is positioned above the printed name and title.

Pamela G. Bailey  
President & CEO

cc: Ms. Wendy Cleland-Hammet  
Ms. Peggy Conlon  
Mr. Ron Sims  
Mr. Jon L. Gant

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<sup>1</sup> The Grocery Manufacturers Association (GMA) represents the world's leading food, beverage and consumer products companies. The Association promotes sound public policy, champions initiatives that increase productivity and growth and helps ensure the safety and security of consumer packaged goods through scientific excellence. The GMA board of directors is comprised of chief executive officers from the Association's member companies. The \$2.1 trillion food, beverage and consumer packaged goods industry employs 14 million workers, and contributes over \$1 trillion in added value to the nation's economy. For more information, visit the GMA Web site at [www.gmaonline.org](http://www.gmaonline.org)

IF YOU'RE NOT  
LEAD-SAFE CERTIFIED,  
DISTURBING  
JUST SIX  
SQUARE FEET  
COULD COST YOU  
BIG TIME

**BECOME LEAD-SAFE CERTIFIED BY APRIL 22, 2010.**

Any contractor, from plumbers to electricians to painters, who disturbs lead paint while working in a pre-1978 home, school or day care center, now must be Lead-Safe Certified. If you're not, you can face tens of thousands of dollars in fines. Plus, you put the health of yourself, your workers and your customers at risk, which could result in lawsuits.

Visit [epa.gov/getleadsafe](http://epa.gov/getleadsafe) to learn about the dangers of lead paint poisoning and the precautions you can take against it. You'll also find an EPA-accredited trainer in your area where you can be certified. One class certifies you for five years. It's that easy.

Sign up at [epa.gov/getleadsafe](http://epa.gov/getleadsafe)  
or call 800-424-LEAD.

EPA



# THE LEAD-SAFE CERTIFIED GUIDE TO RENOVATE RIGHT

**WARNIN**  
LEAD WORK AT  
POISON  
NO SMOKING  
OR EATING

CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION



**EPA**  
1-800-424-LEAD (5323)  
[www.epa.gov/getleadSAFE](http://www.epa.gov/getleadSAFE)  
EPA-740-K-10-001  
April 2010



Important lead hazard information for families, child care providers and schools.

