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Pantone Reveals Color of the Year for 2011: PANTONE 18-2120 Honeysuckle

*Energizing Honeysuckle Lifts Spirits and Imparts Confidence
to Meet Life's Ongoing Challenges*

CARLSTADT, N.J., Dec. 9, 2010 – 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® 18-2120 Honeysuckle**, a vibrant, energetic hue, as the color of the year for 2011.

While the 2010 color of the year, PANTONE 15-5519 Turquoise, served as an escape for many, Honeysuckle emboldens us to face everyday troubles with verve and vigor. A dynamic reddish pink, Honeysuckle is encouraging and uplifting. It elevates our psyche beyond escape, instilling the confidence, courage and spirit to meet the exhaustive challenges that have become part of everyday life.

“In times of stress, we need something to lift our spirits. Honeysuckle is a captivating, stimulating color that gets the adrenaline going – perfect to ward off the blues,” explains Leatrice Eiseman, executive director of the Pantone Color Institute®. “Honeysuckle derives its positive qualities from a powerful bond to its mother color red, the most physical, viscerally alive hue in the spectrum.”



Eiseman continues, “The intensity of this festive reddish pink allures and engages. In fact, this color, not the sweet fragrance of the flower blossoms for which it was named, is what attracts hummingbirds to nectar. Honeysuckle may also bring a wave of nostalgia for its associated delicious scent reminiscent of the carefree days of spring and summer.”

Honeysuckle is guaranteed to produce a healthy glow when worn by both men and women. It's a striking, eye-catching hue that works well for day and night in women's apparel, accessories and cosmetics, and in men's ties, shirts and sportswear. Add a lively flair to interior spaces with Honeysuckle patterned pillows, bedspreads, small appliances and tabletop accessories. Looking for an inexpensive way to perk up your



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home? Paint a wall in Honeysuckle for a dynamic burst of energy in the family room, kitchen or hallway.

Honeysuckle products are currently available from a variety of manufacturers:

Wedding Apparel

A flattering hue for wedding attendant apparel and accessories, Honeysuckle is now one of the nearly 200 PANTONE WEDDING Colors available from Dessy, a leading manufacturer of bridesmaid, social-occasion and flower-girl 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.” See www.dessy.com for more information.

Paint

Honeysuckle 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. See www.pantonepaints.com for more information.

Visa Card

Whether you're buying groceries, paying the dry cleaner or shopping for a pair of new pumps, now you can do it in style with a PANTONE Visa® Platinum Rewards Card in Honeysuckle, the 2011 color of the year. See www.pantone.com/visacard for more information.

For over a decade, Pantone’s Color of the Year declarations have influenced product development and purchasing decisions in multiple industries including fashion, home and industrial design. Past colors include:

- PANTONE 15-5519 Turquoise (2010)
- PANTONE 14-0848 Mimosa (2009)
- PANTONE 18-3943 Blue Iris (2008)
- PANTONE 19-1557 Chili Pepper (2007)
- PANTONE 13-1106 Sand Dollar (2006)
- PANTONE 15-5217 Blue Turquoise (2005)
- PANTONE 17-1456 Tigerlily (2004)
- PANTONE 14-4811 Aqua Sky (2003)
- PANTONE 19-1664 True Red (2002)
- PANTONE 17-2031 Fuchsia Rose (2001)
- PANTONE 15-4020 Cerulean (2000)

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.

About X-Rite



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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.

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