



## Continuing Education for Insurers Program Proves Winning Formula for PROSTARS

**PITTSBURGH, PA (April 9, 2008)** -- The Continuing Education Program for PROSTARS participant glass shop retailers is proving once again to be one of the most effective tools they have available to them to help establish, maintain and grow valuable relationships with local insurance agents.

“We’re not only keeping the program innovative,” as Cheryl Senko, Manager of the CE Program for PPG explains, “we’re creating courses that make a lasting impression on insurance agents. 2007 was a stellar year for our program. We saw a 50 percent increase over 2006 in the number of agents that we trained – nearly 10,000 agents enjoyed the benefits of our CE Program.”

Twelve courses are now available in 48 states to PROSTARS retailers who are certified CE instructors. Topics include the cornerstone – and recently revised – Automotive Replacement and Repair, as well as Airbags and Safety Systems, Ethics, Hybrid Vehicles and Automotive Theft and Fraud. New course titles for 2008 include:

- Sticking to Safety, the Value of Adhesives in Windshield Safety
- Automotive Glass Replacement Safety Standards (AGRSS™) for Insurers
- Consider Your Environment: Automotive Green Technologies.

“I welcome the new courses and extensive content,” says NeeCee Lee of Lee & Cates Glass and Certified CE Instructor. “It gives me a unique way to connect with my local insurance agents while I provide them continuing education credit to maintain their active license in the insurance industry.”

“We’re very excited to see the momentum that the CE Program generated in 2007,” says Jim Richardson, Director of the Glass Alliance Program. “The value and importance of the CE Program can be a critical piece in their success,” adds Richardson.

“Establishing and building these relationships can pay off in insurance referrals and provide an opportunity for the glass shop retailer to demonstrate expertise and knowledge in the areas of windshield installation and repair,” says Richardson. “Ultimately, these programs are about educating agents and adjusters, while helping the retailer build relationships and establish trust in his marketplace.”

PROSTARS, an alliance of independent glass shop retailers, have exclusive access to these CE courses and instructional materials. For more information, visit [www.ppgprostars.com](http://www.ppgprostars.com)

For more information on the courses or on becoming a certified CE Instructor, contact the Continuing Education Department at (440) 572-6711 or email [continuingeducation@ppg.com](mailto:continuingeducation@ppg.com)

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#### **About PROSTARS**

Introduced in 1999, PROSTARS was developed to help independent glass shop retailers better compete in the marketplace. PROSTARS participants have access to some of the most powerful sales, marketing and business development tools ever built for the auto glass industry. PROSTARS is a nationwide, independent alliance of professional auto glass professionals who back their work with a national warranty. To learn more about safe, quality, professional auto glass repair and replacement, or to find a PROSTARS location near you, visit [www.ppgprostars.com](http://www.ppgprostars.com) and use the dealer locator, or call 1-866-2-THEPRO.

#### **About PPG**

Pittsburgh-based PPG is a global supplier of paints, coatings, chemicals, optical products, specialty materials, glass and fiber glass. The company has more than 150 manufacturing facilities and equity affiliates and operates in more than 60 countries. PPG’s sales in 2007 were \$11.2 billion. SigmaKalon, a worldwide coatings producer based in Uithoorn, Netherlands, that PPG acquired Jan. 2, 2008, had 2007 sales of \$2.9 billion. PPG shares are traded on the New York Stock Exchange (symbol: PPG). For more information, visit [www.ppg.com](http://www.ppg.com)

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