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***CPAC, Inc. Announces Third Quarter and Nine-Month Results;
Declares Quarterly Cash Dividend of \$0.07***

LEICESTER, NY... February 11, 2005 -- CPAC, Inc. (Nasdaq: CPAK), a manufacturer and marketer with holdings in the Cleaning & Personal Care and Imaging industries, today reported third quarter and nine-month results for the fiscal period ended December 31, 2004.

On February 8, 2005, CPAC's Board of Directors declared a quarterly cash dividend in the amount of \$0.07 per share, payable on March 28, 2005 to shareholders of record at the close of business on February 28, 2005.

Consolidated Results

Net sales for the third quarter were \$20.4 million compared to \$20.5 million for the same quarter last year, a decline of (0.6%) [a decline of (1.8%) excluding the impact of foreign currency exchange.] Net loss for the quarter narrowed to \$(58,000) or \$(0.01) per diluted share versus a net loss of \$(822,000) or \$(0.17) per diluted share for the quarter ended December 31, 2003.

For the nine months ended December 31, 2004, net sales were \$64.8 million versus \$67.2 million for the same period last year, a decline of (3.6%) [a decline of (5.0%) excluding the impact of foreign currency exchange.] Nine-month net income increased to \$282,000 or \$0.06 per diluted share as compared to a net loss of \$(636,000) or \$(0.13) per diluted share for the period ended December 31, 2003.

CPAC President and CEO Thomas N. Hendrickson commented, "Consolidated sales results for the quarter and nine months reflect strong performance from The Fuller Brush Company whose two newest channels – QVC and Retail – together added \$1.0 million in sales in Q3. This increase was offset by continued sales erosion due to digital conversions in the domestic Imaging market. International Imaging sales were flat for the quarter after the impact of currency exchange tied to the Euro. Significant sales increases at our Asian and African operations and SG&A reductions in domestic Imaging led to the quarter's improved profitability."

Results and Highlights by Segment

Fuller Brands Segment

Third quarter net sales in the Fuller Brands segment increased 3.0% to \$11.5 million versus \$11.2 million in the prior year's third quarter. Operating loss for the quarter was \$(422,000) compared to \$(323,000) for the same period last year. For the nine months ended December 31, 2004, net segment sales were flat at \$39.1 million compared to \$39.2 million in the prior year, with operating profit increasing by 13.2% to \$1.1 million versus \$964,000 in the previous year.

- In Q3, The Fuller Brush Company registered a 31% sales increase over prior year and a 19% increase for the nine-month period.
- Cleaning Technologies Group (CTG) sales were down from prior year by 9% and 12% for the quarter and nine-month periods, respectively, driven primarily from slowdowns in distribution sales and national accounts business.
- Stanley Home Products sales were down 23% for the quarter and 15% for the nine-month periods, primarily the result of dealer count declines that were only partially offset by increased order size and orders per dealer.

Fuller Brands President Robert Gey remarked, "The Fuller Brush Company year-to-date sales gains illustrate our success in reconnecting loyal customers with our brand in new channels. Our ad agency is supporting retail branding efforts in the grocery segment, also with positive results. With Fuller on a growth path, we are focusing on increasing representative and geographic penetration in the other two operations. For CTG, emphasis has been placed on broadening sales coverage to serve the distribution channel. Through the use of manufacturer's rep organizations, CTG recently doubled its coverage in the US and is training this expanded sales force to represent its comprehensive line of chemicals and hard goods. For Stanley, we have engaged high-performing sales leaders to open new territories in the Hispanic markets that currently account for 40% of SHP sales. These are some of many short and long term initiatives directed at stabilizing both businesses. We do not expect dramatic improvement in the near term, but look for modest gains in fiscal 2006."

Imaging Segment

Third quarter Imaging segment sales were \$8.9 million versus \$9.3 million last year, a decline of (5.0%) [or (7.7%) excluding the impact of foreign currency exchange.] Operating income increased for the quarter to \$282,000 versus a loss of \$(640,000) in last year's comparable period (which was largely attributable to restructuring expenses related to the domestic plant consolidation). For the nine-months ended December 31, 2004, Imaging segment sales were \$26.0 million versus \$28.0 million in the prior year, a decrease of (8.6%) [or (11.8%) excluding the impact of foreign currency exchange.] Operating loss for the nine-month

period narrowed to \$(74,051) compared to \$(1.1 million) for the prior year's nine-month period, which also included restructuring expenses.

- In January 2003, we established a presence in Mexico to serve that area and Latin America. Year-over-year, sales from this operation are up 56%.
- To serve our expanding Russian customer base, CPAC Europe recently contracted with an independent agent headquartered in Moscow to represent CPAC Imaging products.

Steven Baune, President of CPAC's Imaging segment, stated, "In the domestic market, we continue to compete for sales during an accelerated conversion to digital technologies. Additional cost-cutting measures are helping to bring expenses in line with sales. Internationally we have two stories to tell. In Europe, the challenge of a weak dollar both impedes sales and impacts the bottom line since many of our customers are outside of Europe and buy with dollars. In Asia and Africa, however, we are on track to hit new sales and profit records this year. Also, in Q3 we began recording 100% of CPAC Asia's profit after completing the purchase of a partner's 20% interest in the Company."

Other Financial Information

Thomas J. Weldgen, CPAC's Chief Financial Officer, said, "Since beginning the fiscal year on April 1, 2004 with approximately \$7.7 million in cash, we have expended \$843,000 on new property and equipment, invested \$600,000 to purchase the remaining 20% ownership of CPAC Asia, and reduced debt in the amount of \$161,000. In addition, shareholder dividends of \$1,039,000 were distributed. At December 31, 2004, the Company had \$7.2 million in cash, and working capital in excess of \$31.6 million."

About CPAC, Inc.

Established in 1969, CPAC, Inc. (cpac.com) manages holdings in two industries. The Fuller Brands segment manufactures commercial, industrial, and household cleaning products, as well as custom brushes and personal care lines. The CPAC Imaging segment develops and markets innovative Imaging chemicals, equipment, and supplies at seven operations worldwide. Products are sold under more than 350 registered trademarks. Stock is traded under the symbol: CPAK.

Except for the historical matters contained herein, statements in this press release are forward-looking and are made pursuant to the safe harbor provisions of the Securities Litigation Reform Act of 1995. Investors are cautioned that forward-looking statements involve risks and uncertainties that may affect CPAC's business and prospects, including economic, competitive, governmental, technological, and other factors discussed in CPAC's filings with the Securities and Exchange Commission.

(Tables follow)

CPAC, Inc.
RESULTS OF OPERATIONS DATA
DECEMBER 31, 2004 and DECEMBER 31, 2003
(UNAUDITED)

	<u>Three months ended</u>		<u>% change</u>	<u>Nine months ended</u>		<u>% change</u>
	<u>2004</u>	<u>2003</u>		<u>2004</u>	<u>2003</u>	
Net sales:						
Fuller Brands	\$ 11,505,566	\$ 11,165,235	3.0	\$ 39,123,129	\$ 39,162,422	(0.1)
Imaging	<u>8,879,793</u>	<u>9,343,537</u>	(5.0)	<u>25,644,755</u>	<u>28,058,833</u>	(8.6)
Total sales:	<u>\$ 20,385,359</u>	<u>\$ 20,508,772</u>	(0.6)	<u>\$ 64,767,884</u>	<u>\$ 67,221,255</u>	(3.6)
Net income (loss)	<u>\$ (57,537)</u>	<u>\$ (822,188)</u>	NM	<u>\$ 281,618</u>	<u>\$ (635,629)</u>	NM
Diluted net income (loss) per share	<u>\$ (0.01)</u>	<u>\$ (0.17)</u>	NM	<u>\$ 0.06</u>	<u>\$ (0.13)</u>	NM
Diluted Shares Outstanding	4,946,774	4,945,670	NM	4,951,798	4,945,365	NM

SUPPLEMENTAL SEGMENT DATA
DECEMBER 31, 2004 and DECEMBER 31, 2003
(UNAUDITED)

Three months ended December, 2004

	FULLER BRANDS	IMAGING	COMBINED
Net sales	\$ 11,505,566	\$ 8,879,793	\$ 20,385,359
Cost of sales	<u>6,104,645</u>	<u>5,617,770</u>	<u>11,722,415</u>
Gross profits	5,400,921	3,262,023	8,662,944
Selling, administrative and engineering expenses	5,654,360	2,903,381	8,557,741
Research and development expense	<u>168,559</u>	<u>76,317</u>	<u>244,876</u>
Operating income (loss)	<u>\$ (421,998)</u>	<u>\$ 282,325</u>	(139,673)
Corporate expense			(2,591)
Interest expense, net			<u>(111,850)</u>
Loss before non-operating expenses and income taxes			<u>(254,114)</u>
Non-operating expenses:			
Minority interests			(47,423)
Equity in loss of affiliate			<u>0</u>
			<u>(47,423)</u>
Loss before income taxes			(301,537)
Income tax benefit			<u>(244,000)</u>
Net loss			<u>\$ (57,537)</u>

Three months ended December 31, 2003

	FULLER BRANDS	IMAGING	COMBINED
Net sales	\$ 11,165,235	\$ 9,343,537	\$ 20,508,772
Cost of sales	<u>5,724,877</u>	<u>6,119,595</u>	<u>11,844,472</u>
Gross profits	5,440,358	3,223,942	8,664,300
Selling, administrative and engineering expenses	5,630,965	3,283,908	8,914,873
Restructuring expenses		533,997	533,997
Research and development expense	<u>132,786</u>	<u>45,558</u>	<u>178,344</u>
Operating income (loss)	<u>\$ (323,393)</u>	<u>\$ (639,521)</u>	\$ (962,914)
Corporate income			28,420
Interest expense, net			<u>(128,157)</u>
Loss before non-operating expenses and income taxes			<u>(1,062,651)</u>
Non-operating expense:			
Minority interests			(34,893)
Equity in loss of affiliate			<u>(54,644)</u>
			<u>(89,537)</u>
Loss before income taxes			(1,152,188)
Income tax benefit			<u>(330,000)</u>
Net loss			<u>\$ (822,188)</u>

SUPPLEMENTAL SEGMENT DATA
DECEMBER 31, 2004 and DECEMBER 31, 2003
(UNAUDITED)

Nine months ended December, 2004

	FULLER BRANDS	IMAGING	COMBINED
Net sales	\$ 39,123,129	\$ 25,644,755	\$ 64,767,884
Cost of sales	<u>19,951,015</u>	<u>16,674,839</u>	<u>36,625,854</u>
Gross profits	19,172,114	8,969,916	28,142,030
Selling, administrative and engineering expenses	17,633,048	8,826,640	26,459,688
Research and development expense	<u>447,595</u>	<u>217,327</u>	<u>664,922</u>
Operating income (loss)	<u>\$ 1,091,471</u>	<u>\$ (74,051)</u>	1,017,420
Corporate expense			(55,862)
Interest expense, net			<u>(297,095)</u>
Income before non-operating expenses and income taxes			664,463
Non-operating expenses:			
Minority interests			(163,409)
Equity in loss of affiliate			<u>(250,436)</u>
			<u>(413,845)</u>
Income before income taxes			250,618
Income tax benefit			<u>(31,000)</u>
Net income			<u>\$ 281,618</u>

Nine months ended December, 2003

	FULLER BRANDS	IMAGING	COMBINED
Net sales	\$ 39,162,422	\$ 28,058,833	\$ 67,221,255
Cost of sales	<u>19,917,026</u>	<u>17,835,563</u>	<u>37,752,589</u>
Gross profits	19,245,396	10,223,270	29,468,666
Selling, administrative and engineering expenses	17,866,635	10,053,814	27,920,449
Restructuring expenses		1,130,997	1,130,997
Research and development expense	<u>414,511</u>	<u>104,834</u>	<u>519,345</u>
Operating income	<u>\$ 964,250</u>	<u>\$ (1,066,375)</u>	\$ (102,125)
Corporate expense			(58,049)
Interest expense, net			<u>(387,605)</u>
Loss before non-operating expenses and income taxes			<u>(547,779)</u>
Non-operating expense:			
Minority interests			(132,919)
Equity in loss of affiliate			<u>(233,931)</u>
			<u>(366,850)</u>
Loss before income taxes			(914,629)
Income tax benefit			<u>(279,000)</u>
Net loss			<u>\$ (635,629)</u>

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