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LION COPOLYMER GEISMAR BEGINS DOING BUSINESS AS LION ELASTOMERS

April 1, 2015

We are pleased to announce that Lion Copolymer Geismar, LLC will begin doing business as “Lion Elastomers”, joining names with our recently acquired SBR business in Port Neches, Texas.

Going forward, we will promote our Royalene® and Trilene® EPDM and EPR products as well as our SBR products under the single “Lion Elastomers” brand.

Although our brand names will be integrated into “Lion Elastomers”, our mission of providing superior quality synthetic rubber products and services in the most efficient and responsible manner as a trusted business partner remain the same. No changes were made to our plant operations at either site related to this brand integration.

A few of our recent brand integration efforts include:

- Our email addresses will change to ones using lionelastomers.com as of April 1. All the emails to previous email accounts from now onward will be forwarded to our new lionelastomers.com email accounts. However, you will receive reply from our new email accounts, with the new domain, lionelastomers.com (rather than lioncopolymer.com).
- As part of our brand extension, we will integrate our corporate website into www.lionelastomers.com. The website will cover all products supplied by both the Geismar, Louisiana production site and the Port Neches, Texas production site

effective mid-April.



- Sales, Customer Service, Technical Service, and R&D organizations from both our Geismar site and our Port Neches site are now working together to assist customers across our combined product portfolios.
- A New Business Development Team has been established to promote our hot emulsion SBR products along with our specialty low molecular weight Trilene® EPDM.

FOR FURTHER INFORMATION:

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