

## PRESS RELEASE

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### **RHODIA CONTINUES TO ENHANCE ITS INDUSTRIAL FOOTPRINT AND REINFORCES ITS WORLDWIDE LEADERSHIP IN SPECIALTY SURFACTANTS**

**Paris, July 22, 2010** ---- Rhodia has announced investments at Halifax (UK) and University Park (USA) industrial sites, part of the Group's strategy in specialty surfactants. The investments at the two sites, formerly part of the McIntyre Group acquired by Rhodia in 2009, will optimize and increase production capacity and enhance competitiveness.

In the UK, Rhodia plans to consolidate surfactants production lines currently at Leeds and Halifax on a single platform to reinforce its long-term competitive position in Europe. The phased transfer of assets from Leeds to Halifax and accompanying investments will generate additional synergies and bring about the critical mass for new growth projects.

At the same time, to meet increasing demand from its North American customers, Rhodia will launch an investment program at the University Park, Illinois facility to upgrade and increase surfactant production capacities in the region.

Capitalizing on the development and optimization of its industrial footprint, Rhodia aims to strengthen the Group's leading positions in the specialty surfactants business across a range of markets, including home & personal care, oilfield, industrial and agrochemicals.

Rhodia Novincare President, Emmanuel Butstraen commented: *"Eighteen months after the acquisition of McIntyre, we have successfully integrated the business and are delivering the expected synergies. To leverage these achievements and take advantage of the potential offered by the surfactants market, we are boosting the competitiveness of our sites as well as investing in the long term"*.

**Rhodia** is an international chemical company resolutely committed to sustainable development. As a leader in its businesses, the Group aims to improve its customers' performance through the pursuit of operational excellence and its ability to innovate. Structured around six Enterprises, Rhodia is the partner of major players in the automotive, electronics, flavors and fragrances, health, personal and home care markets, consumer goods and industrial markets. The Group employs around 13,600 people worldwide and generated sales of €4.03 billion in 2009. Rhodia is listed on Euronext Paris.

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**Rhodia Novecare**, with net sales of €827 million in 2009, is one of the six Group's Enterprises and provides high-performance products and solutions to a wide range of industries including cosmetics, detergents, agrochemicals and oil, as well as coating and industrial applications. Thanks to a worldwide industrial footprint and global R&D and tech-support network, Rhodia Novecare holds leading positions in the surfactants, phosphorus derivatives, natural polymers, synthetic polymers and monomers technologies, and eco-friendly oxygenated solvents markets. Rhodia Novecare has developed particular expertise to answer and anticipate customer needs in protection, surface modification, rheology, active delivery, improvement of formulations and processes and sustainability.

For more information, please visit our website: [www.rhodia.com](http://www.rhodia.com) or [www.rhodia.co.uk](http://www.rhodia.co.uk)

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