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News Release

Ciba presents "Innovation from Concept to Objects" at Chinacoat 2007

- *Extending the color range with Ciba® IRGAZIN® new-generation DPP pigments*
- *Widening design scope with Ciba® METASHEEN® 11 series pigments for deep chrome effects*
- *Enhancing performance with Ciba® EFKA® pigment dispersants and "NEAT" additive technology for waterborne systems*
- *Innovative technologies for improved environmental sustainability*

Ciba invites visitors to Chinacoat 2007 from November 21-23 to explore the benefits of "Innovation from Concept to Objects" at stand no. 2F21~26 in Shanghai New International Expo Center of Shanghai, China.

Amongst a host of products, processes, tools and services, special highlights will be Ciba® IRGAZIN® DPP Cosmoray™ Orange, the first of a new generation of high-performance Ciba® IRGAZIN® diketo-pyrrolo-pyrrole (DPP) pigments that extend the attainable color space; deep chrome color effects in the Ciba® METASHEEN® range of vacuum-metalized pigments; Ciba® EFKA® high-performance dispersants for organic and inorganic pigments, produced by new, controlled free radical polymerization technology; the "NEAT" progressive additive technology for waterborne coatings.

"Visitors to the Ciba stand will discover how customers can benefit from our products, processes and support throughout the value chain – from initial concept to finished objects," says Lixing Min, Ciba's Coating Effects Segment Representative for Asia Pacific. "We will be showing how we help to achieve exciting new colors, enhance appeal and create new stylings in numerous coatings applications, as well as how we lend support in optimizing processes and meeting environmental regulations."

The latest-generation diketo-pyrrolo-pyrrole (DPP) pigment **Ciba® IRGAZIN® DPP Cosmoray™ Orange** allows original new colors to be created. With its pure, bright orange shade, this pigment widens design scope, enabling the

creation of new shades and styles in the orange sector and especially in the red, where it can be used to produce a yellow shift. IRGAZIN® DPP Cosmoray™ Orange incorporates all the benefits of DPP chemistry, including outstanding durability and very high saturation. High color strength makes it an outstanding shading component and high transparency makes it ideal for combination with effect or other high-performance pigments. It is suitable for water-based as well as solvent-based systems with good rheology and migration resistance.

Further effects to be presented are the latest additions to the *Ciba® METASHEEN® range of vacuum-metalized pigments*, which deliver exceptionally high, mirror-like brilliance in metallic coating. *METASHEEN® 11* series pigments offer coating manufacturers the opportunity to achieve new color dimensions with deep chrome effects. The distinctive styling options offered by METASHEEN® 11 series are suitable for a wide variety of applications, including general industrial, automotive, wheel and refinish coatings.

Products that help customers enhance performance and facilitate processing include a range of pigment dispersants made by *controlled free radical polymerization (CFRP)*. This technology provides new options for optimizing the polymer structures of pigment dispersants in addition to Ciba® EFKA® 4300, Ciba® EFKA® 4330, Ciba® EFKA® 4340.

For improving environmental sustainability, Ciba has developed lead-free solutions and a *Novel Encapsulated Additives Technology (NEAT)*. NEAT increased durability with simple incorporation. Waterborne coatings are increasingly in demand as a result of ever more stringent solvent emission regulations.

The first products to be launched in the NEAT range are a hindered amine light stabilizer (HALS) and several UV absorbers. *Ciba® TINUVIN® DW* low-viscosity aqueous stabilizer dispersions can be stored for prolonged periods without sedimentation, are easy to dispense, meter and incorporate, and can be simply stirred into paint and coatings without the addition of co-solvents.

In addition to products and technologies, Ciba will be presenting *Color Trend Vision*, a design and technology package developed to provide color trend forecasts and information, design tools, technology, consulting services and products for coatings, inks and plastics applications.

Ciba® Color Services have been further expanded with new *Ciba® COLIBRI™* color matching software with new features of the system alongside an array of other products and recent acquisitions, including the innovative ColorViz Color Visualization software.

Ciba (SWX: CIBN) is a leading global company dedicated to producing high-value effects for its customers' products. We strive to be the partner of choice for our customers, offering them innovative products and one-stop expert service. We create effects that improve the quality of life – adding performance, protection, color and strength to plastics, paper, automobiles, buildings, home and personal care products and much more. Ciba is active in more than 120 countries around the world and is committed to be a leader in its chosen

markets. In 2006, the Company's continued operations generated sales of CHF 6.4 billion and invested over CHF 270 million in R&D.

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