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News Release

Ciba Specialty Chemicals brings new and future color effects and services to automotive industry at the Asia Pacific Coatings Show 2007

- New generation, high performance DPP pigments extend attainable color space
- Novel effects for enhanced appeal and creative stylings
- Expanded interactive web-based services and support

At the Asia Pacific Coatings Show in Bangkok, Thailand from 6-8 June 2007, Ciba Specialty Chemicals will demonstrate to visitors at stand G5 the effects of its novel products and services that will support the slogan "Turning your vision into reality".

"Having a clear understanding of the automotive industry, Ciba continually strives to innovate and seek technological breakthroughs in our offerings. We are pleased to present at the show a host of products, processes, tools and interactive services that promote visualization and effectively translate the customers' idea into a possibility," said Anan Chanta, Coating Effects Segment Head, Ciba Specialty Chemicals Thailand.

Ciba will be highlighting **Ciba® IRGAZIN® DPP Cosmoray Orange**, a new generation of high performance, diketo-pyrrolo-pyrrole (DPP) pigments, which is a bright orange that extends the attainable color space. It can be used in combination with other high performance or effect pigments to create individual stylings. With its unique properties, this pigment is especially suitable for demanding applications such as automotive coatings.

New effect pigments, such as **Ciba® METASHEEN®** and **Ciba® XYMARA™** ranges, are used for a wide variety of coating applications. Pearlescent, luminescent, sparkling, mirror-like and transparent effects can be produced on numerous different substrates. These can be used together with conventional products to create individual new styles and designs.

Other key products include a novel acrylic block copolymer dispersant, **Ciba® EFKA® 4585**. With the "Controlled Free Radical Polymerization" technology, EFKA® 4585

delivers a wide compatibility with various resins and high performance transparent pigments. It stabilizes pigment dispersion and improves the viscosity of pigment paste, and pigment loading, gloss, color strength, flocculation stability and anti-flooding behavior. It is suitable for water-based automotive coatings as well as high performance water-based industrial and decorative coatings.

Besides products, new web-based tools and services at www.xymara.com, which are designed to assist color communication throughout the value chain, will also be displayed. The 3-D pdf enables users to view an object from all angles, to share styling and design ideas as required, and to develop concepts together with other users. It complements **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's services have been further expanded with the innovative **ColorViz Color Visualization software**, which will be another attraction at the stand. It will provide 3-D, real-time virtual prototyping of automobiles with various Ciba colors. It helps achieve a complete color strategy, with accurate color designs and specifications, and ensure an enhanced interactivity with the real-time color rendering on the screen. The innovative software facilitates communication between industrial designers and specifiers and their material suppliers, making the product development process more efficient.

More information is also available on www.cibasc.com/paintsandcoatings

Virtual news kit: www.cibasc.com/singapore/cmp-ww-sg-news.htm

- Press release
- Photo:- *New generation DPP orange pigment for automotive applications*
Effects that shine out: Ciba® METASHEEN® pigments
ColorViz software enables designers to visualize products in 3-D using different colors

Ciba Specialty Chemicals (SWX: CIBN, NYSE: CSB) 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 Specialty Chemicals 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 CHF 270 million in R&D.

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