

Plasticolors Acquires UCD™ Colorants Business

Ashtabula, Ohio - July 13, 2007 - Plasticolors, Inc. has completed an asset purchase of the UCD™ Colorants products previously owned by Rohm & Haas. The purchase includes the UCD V-Line, Q-Line, HS-Line, E-Line, SF-Line, PS-Line, L-Line, W-Line, and N-Line. The price of the UCD Colorants acquisition was not disclosed. "The acquisition of the UCD Colorant products is consistent with our focus in supplying quality colorants and additives for high performance, specialty paints and coatings," said Scott Becker, Plasticolors' COO. "The acquired products fit well with our existing lines, providing the full breadth of options required to support this industry." All production methods, formulas, raw materials, test methods, specifications, and standards will remain unchanged. "It is very important to us that we make this transition as easy and effortless as possible for customers," Becker continued. "Pricing, quality, delivery, packaging, and labeling will remain consistent with what customers are currently receiving." For information, please call Plasticolors at (440) 997-5137 or visit the Plasticolors' homepage at www.plasticolors.com.

About Plasticolors

Plasticolors, Inc. is a leading supplier of pigment and chemical dispersions to the paint, coatings, caulk, sealants, and plastics industries. The company's colorants can be found in a wide variety of products including interior and exterior automotive components, epoxy flooring, electrical and appliance housings and a myriad of other paints, coatings, and molded composite applications. The company has earned ISO 9001, ISO 14001, QS 9000, and ISO/TS-169949 certifications.

Media Contacts
Larry Haines
Plasticolors, Inc.
440.997.5137
lhaines@plasticolors.com
OR
Patsie Dionise
Akhia Public Relations
330.463.5650
patsie@akhia.com