

Press Release

ALTANA: New Internet Presence of the ALTANA Group

Wesel, September 1, 2010 – Today, ALTANA and all Divisions of the ALTANA Group are launching their new online presence. ALTANA has a lot to offer its customers, staff, and interested parties – this is nowhere clearer than on the Internet: around 9000 pages in up to 25 language versions are available to the user. They can be accessed under the approx. 600 domain names.

So much information needs to be optimally presented – clear and useful, modern and representative. Every customer, every journalist should be able to find the relevant content. A new, innovative web layout will now perfect the Internet sites of ALTANA and all Divisions.

The new layout is a consistent progression of ALTANA's corporate design in the medium of the Internet. Not only does it provide the best conditions to adequately meet future demands in terms of usability and search engine optimization; the visual language of ALTANA will be highlighted even better in future.

The design change will be accompanied by improvements to the website navigation and structure, for example at ALTANA or at the Division of BYK. These will increase the clarity and make it even easier to find content quickly.

The use of a Group-wide content management system will also make it possible in future to develop and update the content of all the pages without any problem – be they on the Internet or Intranet.

The addresses of the websites are:

www.altana.com
www.byk.com
www.eckart.net
www.elantas.com
www.actega.com

This press release is also available on www.altana.com/press

This press release contains forward-looking statements, i.e. current estimates or expectations of future events or future results. These statements are based on beliefs of ALTANA as well as assumptions made by and information currently available to ALTANA. Forward-looking statements speak only as of the date they are made. ALTANA does not intend, and does not assume any obligation, to update forward-looking statements to reflect facts, circumstances or events that have occurred or changed after such statements have been made.

About ALTANA:

ALTANA develops and produces high-quality innovative products in the specialty chemicals business. The ALTANA Group, with headquarters in Wesel/Germany, is a genuine "global player" with 84% of its sales generated by international activities. The ALTANA Group has four divisions: **BYK** Additives & Instruments, **ECKART** Effect Pigments, **ELANTAS** Electrical Insulation, and **ACTEGA** Coatings & Sealants. All of these divisions occupy a leading position in their target markets with respect to quality, product solution expertise, innovation and service.

ALTANA offers innovative, environmentally compatible solutions with the matching specialty products for coating manufactures, paint and plastic processors, the printing and cosmetic industries, and the electrical and electronic industry. The product range

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includes additives, special coatings and adhesives, effect pigments, sealants and compounds, impregnating resins & varnishes, and testing and measuring instruments.

At present, the ALTANA Group has 35 production facilities and 47 service and research laboratories worldwide. Throughout the group 4,800 people work to ensure the success of ALTANA worldwide. In 2009 ALTANA achieved sales of about 1.2 billion euros. Its impressive earning power and high growth rate make ALTANA one of the most successful and innovative chemical groups worldwide.