

Press Release

ALTANA Acquires Production of Metalure Pigments from Avery Dennison

Wesel/ Hartenstein/ Schererville, October 06, 2011 - ECKART Effect Pigments, a Division of ALTANA AG, has today signed an agreement to acquire the production of Metalure pigments from Avery Dennison. ECKART has been the worldwide distributor of these high-quality "PVD-Type" aluminum pigments manufactured by Avery Dennison for over 20 years. ECKART will now acquire the production located at the premises of Avery Dennison in Schererville, Indiana, USA, the technology and approximately 40 employees. The new production unit will be managed by ECKART America as the third US-based ECKART site. Avery Dennison as well plans to continue its other operations at the Schererville premises. No details have been released concerning the purchase price. The transaction is subject to approval by Germany's Federal Cartel Office.

ECKART utilizes Metalure pigments in the Coatings, Graphic Arts, and Cosmetics business lines. Dr. Christoph Schlünken, President Division ECKART Effect Pigments, says: "With this purchase, we are underscoring our focus on high-quality metallic pigments and our strength in innovation. The takeover of Metalure production from Avery Dennison assures our customers of the routinely high quality they are used to from ECKART."

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 about 85% 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 electronics industry. The product range 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 41 production facilities and 48 service and research laboratories worldwide. Throughout the group around 5,200 people work to ensure the success of ALTANA worldwide. In 2010, ALTANA achieved sales of more than 1.5 billion euros. Its impressive earning power and high growth rate make ALTANA one of the most successful and innovative chemical groups worldwide.

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