



PRESS RELEASE

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Cognis QTA: Self-Proclaimed 'Twit'

QTA, a Business Unit of Cognis Corporation, ventures into social media with the launch of QTATwit on the popular social networking site, Twitter

QTATwit was launched to provide information to customers and others in the chemical, food & ingredients, biodiesel, plastics, crop protection & agricultural industries. With its unique perspective on using Infrared Spectroscopy in manufacturing and production applications, QTA tweets will resound with lean manufacturing implementation teams, those involved in design for the environment projects, quality control organizations, and anyone who can benefit from improving their quality and risk management.

The QTA System is well suited to applications where analysis speed improves operations and reduces wastes; technical resources for analytical testing are scarce or must be closer to production; or traditional analytical methods are time consuming, reagent or solvent heavy, or otherwise challenging. With its venture into social media QTA hopes to expand awareness of its service and capabilities resulting in an enlarging its footprint in the food, chemical, and other manufacturing industries.

Twitter has evolved as a communication tool not only for individuals posting their daily activities, but as a valuable destination for businesses to bolster their brands, interact within their industries, and network with current and potential customers. Barbara Stefl, Global Business Director for QTA recognizes the potential social media can have in a B2B application saying, "After initially investigating this innovative media and the far-reaching impact it is beginning to have for businesses, it became very apparent that this was something that QTA, also being highly innovative, could capitalize on and not only grow the business, but use as an educational tool as well".



About QTA®

QTA® is a service business of Cognis Corporation –a worldwide supplier of innovative specialty chemicals and nutritional ingredients, with a particular focus on the areas of wellness and sustainability. The company employs about 7,700 people, and it operates production sites and service centers in 30 countries. Cognis' QTA® business provides on-site, ready-to-use analytical capabilities without additional investment in equipment or personnel. Patented, centralized calibration technology enhances accuracy. For more information on the QTA® system, visit www.qta.com

Cognis is owned by private equity funds advised by Permira, GS Capital Partners, and SV Life Sciences. In 2006, Cognis recorded sales of 3.37 billion euros and an Adjusted EBITDA (operating result) of 394 million euros.

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