

## FOR IMMEDIATE RELEASE

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## GREATER COLOR DEPTHS! New shade enhancer from Huntsman textile effects



**Singapore, May, 2010** – ERIONAL® ELA is a new dyeing auxiliary which improves the shade depth of elastane (EL) fibers in blends with PA dyed with ERIOFAST Black M by providing higher build up and maximum fastness on PA elastane blends.

This auxiliary's main benefit lies in its power to support black dyeing for maximum shade depths. ERIONAL® ELA enables the dyability of elastane fiber dyed with ERIOFAST® Black M. It does not require any additional disperse dyes and achieves a higher quality of the dyed elastane with no 'grin through,' better reproducibility and thereby fewer reworks and complaints. Over and above that, processing is simple as it does not require any additional post-treatment such as fixing. And there are no adverse side effects such as wet fastness impairment or influence on handle or moisture management.

ERIONAL® ELA is the simple yet most effective dyeing auxiliary for achieving truly deep shades on polyamide and elastane blends with optimum reproducibility. Its biggest advantage lies in cost savings through fewer reworks and complaints giving users a decided competitive advantage.

### About Huntsman:

Huntsman is a global manufacturer and marketer of differentiated chemicals. Its operating companies manufacture products for a variety of global industries, including chemicals, plastics, automotive, aviation, textiles, footwear, paints and coatings, construction, technology, agriculture, health care, detergent, personal care, furniture, appliances and packaging. Originally known for pioneering innovations in packaging and, later, for rapid and integrated growth in petrochemicals, Huntsman today has more than 11,000 employees and operates from multiple locations worldwide. The Company had 2009 revenues of approximately \$8 billion. For more information about Huntsman, please visit the Company's website at [www.huntsman.com](http://www.huntsman.com).

**Forward Looking Statements:**

*Statements in this release that are not historical are forward-looking statements. These statements are based on management's current beliefs and expectations. The forward-looking statements in this release are subject to uncertainty and changes in circumstances and involve risks and uncertainties that may affect the company's operations, markets, products, services, prices and other factors as discussed in the Huntsman companies' filings with the U.S. Securities and Exchange Commission. Significant risks and uncertainties may relate to, but are not limited to, financial, economic, competitive, environmental, political, legal, regulatory and technological factors. In addition, the completion of any transactions described in this release is subject to a number of uncertainties and closing will be subject to approvals and other customary conditions. Accordingly, there can be no assurance that such transactions will be completed or that the company's expectations will be realized. The company assumes no obligation to provide revisions to any forward-looking statements should circumstances change, except as otherwise required by applicable law*