

RHODIA INAUGURATES ITS NEW R&D CENTER IN SHANGHAI

Shanghai, China – November 19, 2008 --- Rhodia is today inaugurating its new International Research & Development Center located in Shanghai. Created to spearhead the Group's innovation in the Asia-Pacific zone, this center has now become one of Rhodia's five major R&D centers in the world. As such, it will help the Group to achieve its ambitious growth and development objectives in Asia.

Dedicated to the Asian market, the center will focus on the development of high technology innovations which respect the principles of sustainable development and aim to provide cost-effective solutions in the following areas:

- Support for Rhodia's industrial activities, based on its expertise in chemical engineering and its work on process improvement,
- The specific development of engineering plastics for the electricals, electronics and automotive markets,
- The design of high performance formulations to serve the detergence, cosmetics and industrial applications markets,
- The design of rare earth-based products for the low energy consumption lamps and for the high precision polishing of electronic components such as LCD screens, glass hard disks...

Taking full advantage of ultra-modern scientific equipment, this research center optimizes both safety and quality of work, while promoting interaction between researchers. A "pilot hall" designed on a modular basis will allow the scientists to extrapolate their laboratory work more rapidly, and more efficiently, in a way that remains as close as possible to the realities of industrial production. Since the new center's foundations were laid in spring 2008, Rhodia has already built up a team of 70 researchers who has contributed to some fifteen inventions which are about to be registered as patents. In 2010, the center will cover 6,500 square meters and employ a total of 150 research scientists.

R&D Facts and figures:

- **1000** R&D staff worldwide
- **5** R&D Center: Aubervilliers (France), Lyon (France), Bristol (United States), Paulinia (Brazil) and Shanghai (China)
- **3** joint laboratories with French National Scientific Research Center
- **€119 millions** expenses dedicated to R&D in 2007
- **112 patents** registered in 2007

Facts and figures about Rhodia in Asia:

- **28 years** of history in China
- **27 percent** of total sales in 2007
- **22** industrial sites of which 13 in China
- **3 087** employees of which 2 400 in China
- **86 percent** of the management in China have been recruited locally

Rhodia (www.rhodia.com) is an international chemical company resolutely committed to sustainable development. As a leader in its businesses, the Group aims to improve its customers' performance through the pursuit of operational excellence and its ability to innovate. Structured around six Enterprises, Rhodia is the partner of major players in the automotive, tyre, electronics, perfume, health & beauty and home care markets. The Group employs around 15,000 people worldwide and generated sales of €4.8 billion in 2007. Rhodia is listed on Euronext Paris.

For more information, please visit our [website www.rhodia.com](http://www.rhodia.com)

Media Relations : Rita Hillig ☎ +33 (0)1 53 56 64 04 / Lamia Narcisse ☎ +33 (0)1 53 56 59 62

Investor Relations : Maria Alcon Hidalgo ☎ +33 (0)1 53 56 64 89 / Loic Harrari ☎ +33 (0)1 53 56 64 80