

**NEWS RELEASE****IFF AND VAPOR COMMUNICATIONS PARTNER TO PIONEER THE DIGITAL FUTURE OF SCENT**

**New York, NY. (October 6, 2015)** – International Flavors & Fragrances Inc. (NYSE: IFF) (Euronext Paris: IFF), a leading global creator of flavors, fragrances and cosmetic actives for consumer products, and Vapor Communications, a technology startup, today announced a collaboration to advance the future of digital scent. Combining certain Vapor software and hardware scent platform with IFF scent technology and expertise, the collaboration is anticipated to bring mobile scent experiences to consumers.

Powering Vapor Communications' technology is oNotes, a software platform for scent communication that permits the easy integration of scent into electronics. The core of the hardware is in the oChip, a scent cartridge that embeds in electronic devices, clothing, furniture and other objects to deliver personal scent experiences much as an audio headset delivers sound.

"We are thrilled to partner with IFF, a global leader in fragrance technology and vision, to bring our technology to consumers around the world," said David Edwards, Founder & CEO, Vapor Communications. "With the experience and depth of IFF, and the technology of Vapor Communications, we intend to bring the power of scent to digital communications."

"We believe the future of scent is in the digital world," said Nicolas Mirzayantz, Group President Fragrances, IFF, "so digital scent technology is a component of our Vision 2020 strategy. The technologies developed by Vapor Communications will play an important role in our larger digital scent journey and build on IFF's legacy of pioneering firsts."

Over the next six months, IFF and Vapor will work closely on the creation of consumer offerings that will leverage the versatility of the oNotes platform and IFF's consumer insights and fragrance expertise. The products resulting from this partnership will offer consumers greater control over the scent in their immediate environment.

Plans are currently underway for the first consumer product from IFF and Vapor in the first half of 2016.

**About Vapor Communications**

Vapor Communications is a Cambridge-based sensorial delivery company founded by David Edwards, his former student Rachel Field, and technology entrepreneur Don Zereski with the creative team of Le Laboratoire in Paris and Cambridge. The Company intends to bring scent messaging into contemporary living wherever scent matters, for health and memory, self-expression and entertainment, travel and the marketing of aromatic content online. The Company is partnering with leading corporations to bring digital scent to consumers and industries around the world.

**About International Fragrance & Flavors Inc.**

International Flavors & Fragrances Inc. (NYSE: IFF) (Euronext Paris: IFF) is a leading global creator of flavors and fragrances used in a wide variety of consumer products. Consumers experience these unique scents and tastes in fine fragrances and beauty care, detergents and household goods, as well as beverages,

sweet goods and food products. The Company leverages its competitive advantages of consumer insight, research and development, creative expertise, and customer intimacy to provide customers with innovative and differentiated product offerings. A member of the S&P 500 Index, IFF has more than 6,200 employees working in 32 countries worldwide. For more information, please visit our website at [www.iff.com](http://www.iff.com) and follow us on Twitter and LinkedIn.

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