

Press Release

RHODIA SIGNS COLLABORATIVE AGREEMENT WITH THE FRENCH NATIONAL CENTER FOR SCIENTIFIC RESEARCH, THE ECOLE NORMALE SUPERIEURE DE LYON AND THE EAST CHINA NORMAL UNIVERSITY

Rhodia contributes to strengthen scientific cooperation between China and France through its work with public research bodies.

Shanghai, China, August 31st 2010 --- Specialty chemical producer Rhodia, the French National Center for Scientific Research (CNRS), the Ecole Normale Supérieure de Lyon (ENSL) and the East China Normal University (ECNU) of Shanghai have signed a Memorandum of Understanding to strengthen their scientific collaboration focused on "green" chemistry.

As a first step of a structured and long-term collaboration, this agreement aims to develop common research on materials and processes based on eco-design principles and renewable raw materials. Drawing on product lifecycle analysis methodology, this collaboration will help to strengthen research into innovative products such as new polymers or surfactants based on natural raw materials, and to develop new and more efficient eco-friendly catalytic processes.

Underscoring its sustainability strategy, a third of Rhodia's sales are from products that help customers to reduce their carbon footprint. Ninety percent of Rhodia's major innovation projects are directly related to the challenges of sustainable development.

With a presence in China that spans 30 years, Rhodia operates one of its five major research centers in Shanghai. Opened in 2008, this laboratory today employs more than a hundred researchers. Here, Rhodia develops new products that meet the needs of Chinese consumers and industrial customers, especially in electronics, plastics, and formulations for personal care, home care and agricultural applications. Researchers are also working to improve the carbon footprint of Rhodia's production sites, and to develop new and more effective eco-friendly production processes.

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Rhodia 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, electronics, flavors and fragrances, health, personal and home care markets, consumer goods and industrial markets. The Group employs around 13,600 people worldwide and generated sales of €4.03 billion in 2009. Rhodia is listed on Euronext Paris.

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

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