

Press release

RHODIA INAUGURATES A NEW SILICA PLANT IN CHINA

Paris, France - Qingdao, China, October 20, 2010 ----- Rhodia's Chairman & Chief Executive, Jean-Pierre Clamadieu, together with Tom Benner, President of Rhodia Silica, today inaugurated a new high-performance silica plant in Qingdao (China's third largest seaport in Shandong province), in the presence of the Chinese authorities.

Certified by major tire manufacturers worldwide and marketed under the brand name **Zeosil®**, Rhodia's Highly Dispersible Silica is used principally in the production of Energy efficient tire. Rhodia's technology decreases the tread's rolling resistance, resulting in a five to seven percent reduction in fuel consumption by light vehicles.

Located on a seven-hectare site, this 72kT plant adds more than 30 percent of additional capacity to Rhodia's global Highly Dispersible Silica production network and with it the ability to respond to an anticipated growth in volumes.

"We provide our customers with a unique technology and the corresponding volumes required to meet the increasing regulatory demands for tire labelling around the world", commented Tom Benner, adding "the site will enable us to profit fully from Asia's significant development potential and reinforce our leadership position in this market".

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. 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.

The **Silica** global business unit is the inventor and leading global provider of highly dispersible silica, which finds its main application in the production of energy-efficient tires. Rhodia's silica is also used for innovative developments in other key markets including industrial, personal care and nutrition.

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

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