

## Press Release

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### RHODIA INVESTS TO IMPROVE THE COMPETITIVENESS OF ITS ACETOW PLANT IN GERMANY

**Freiburg, April 13, 2011** --- Rhodia today started up a new cellulose acetate production unit at its Freiburg site in Germany. Guests at the ceremony included Rhodia Chairman & CEO, Jean-Pierre Clamadieu and Freiburg's Mayor, Dr. Dieter Salomon.

The 14 million euros investment increases the competitiveness of cellulose acetate production and is one of a number of investments made by Rhodia at its Freiburg location to ensure the future development of the site.

Gerard Collette, President of Rhodia Acetow commented: *"With this investment, Rhodia Acetow successfully completed its competitiveness program and is now focusing on sustainable growth. This is a strong signal to our customers worldwide that we are committed to operational excellence and that they can always rely on our high quality products."*

While increasing production capacity on the Freiburg cellulose acetate plant over the past 30 years, Rhodia has significantly reduced its ecological footprint. Solvent losses have decreased by 80 percent and water consumption by 70 percent for filter tow production. Moreover, during the last decade, thanks to important investments, CO<sub>2</sub> emissions at the plant have also been reduced by 23 percent.

*Rhodia Acetow, an international operating company of the Rhodia group, produces cellulose acetate used for the production of cigarette filters, textiles and plastics, such as frames for glasses. The majority of this intermediate product, cellulose acetate, is further processed to filter tow by Rhodia Acetow. With a market share of 18 percent and plants in Germany, Brazil, France, Russia and the USA, Rhodia Acetow is worldwide the third-largest manufacturer of this product. Its strategy is based on first-class quality, constant improvement of competitiveness, product innovations and active customer support.*

*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 11 Global Business Units (GBUs) within five business clusters, 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 14,000 people worldwide and generated sales of €5.23 billion in 2010. Rhodia is listed on Euronext Paris.*

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

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