

PRESS RELEASE

Paris, 12 April 2012

UPDATE OF THE EURO MEDIUM TERM NOTE (EMTN) PROGRAMME PROSPECTUS RELEASE

Imerys has finalized the update of its 1 billion euros EMTN programme.

The base prospectus has been filed with, and approved by, the *Commission de Surveillance du Secteur Financier* (Luxembourg) on April 11 2012; it is available on the website of the Company www.imerys.com in section “publications and regulated information/bond issue”, at its head office, from the paying agent identified in the base prospectus as well as on the website of the Luxembourg Stock Exchange www.bourse.lu.

The world leader in mineral-based specialty solutions for industry, Imerys bases its development on a sound, profitable business model. The Group processes, enriches and combines a unique range of minerals, in many cases mined from its own deposits, to contribute essential functions to its customers' products and processes. Thanks to their properties (heat resistance and mechanical strength, conductivity, coverage, barrier effect, etc.), these specialties have a great number of everyday applications in consumer durables, fast-consumer goods, capital goods and construction, and are developing on many growing markets. Imerys' R&D and marketing teams combine their efforts to identify new applications in promising sectors of business and in emerging markets, and to develop new, value-added solutions that meet those needs.

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