

**PRESS RELEASE: The topping-out ceremony of the new
NORCHEM™ Sulphonation plant**

May 27th, 2011

“Zavod Sintanolov” LLC,
Nizhniy Novgorod, Russia

On May 27th 2011 “Zavod sintanolov” LLC held the topping-out ceremony of the new Sulphonation plant on its production site in Dzerzhinsk (the Nizhniy Novgorod region, Russia). Plenipotentiary Representative of the President of the Russian Federation to the Volga Federal District, Mr. Grigory Rapota took part in the ceremony.

The project of the plant construction was executed over 2008 to 2011 period. Engineering of the project and process equipment supply were carried out by Desmet Ballestra S.p.A (Italy). The production capacity of the new Sulphonation plant is about 40 000 MT per year, the process equipment allows to produce high-quality raw materials for cosmetics, household production and other industries at the level of the world market requirements (SLS, SLES, LABS, AOS and other products).

The new plant significantly increases potential for substitution of chemical raw materials imported to Russia and has a positive social return for the region.

The investment program of “Zavod Sintanolov” was highly praised by the region authorities. Grigory Rapota, representative of the Russian president in the Volga federal district, said: “You did a good job – you created the innovative production, a serious element for import substitution. It is very important for the Russian Volga federal district where two thirds of the petrochemical plants are accumulated. Your project proved one more time that the crisis is a psychological term. Those who are not thinking very much about the crisis but about the future and are just doing their job are winning”.

Mikhail Genkin, the chairman of the Board of directors “Zavod Sintanolov” LLC, said: “This project is implemented taking into consideration the growth of the Russian cosmetics market in the nearest future. Our main target today is to win the market, not by the means of dumping but by means of continuous increasing the quality for our even most demanding customers”.

About “Zavod Sintanolov”

“Zavod Sintanolov” LLC is the leading Russian manufacturer of surfactants – raw materials for production of household chemicals and cosmetics. Since 2003 the company produces under the trade mark NORCHEM™ nonionic, anionic, amphoteric surfactants and polyethylene glycols. At the present time the company has two production sites in the Russian Federation and keeps up its dynamic development. Additional information you can find at www.norchem.ru.

Forward Looking Statements:

Statements in this release that are not historical are forward-looking statements. These statements are based on management’s current beliefs and expectations. The forward-looking statements in this release are subject to uncertainty in circumstances and involve risks and uncertainties that may affect the company’s operations, markets, products and services. The company assumes no obligation to provide revisions to any forward-looking statements should circumstances change, except as otherwise required by applicable laws.