

ROCKWOOD COMPANIES EXHIBIT JOINTLY AT K 2010

HALL 7, STAND D26

27 October – 3 November

Düsseldorf Fairgrounds, Germany

The Rockwood Color Pigments & Services Division of Rockwood Holdings Inc. represented as Rockwood Pigments and Holliday Pigments will be exhibiting at this year's K 2010 (Hall 7, Stand D26).

Headlining Rockwood's presence this year will be the expanded offering of Solaplex® environmentally sound spectrum of yellow to orange metal oxide pigments alongside the proven performance properties of Holliday Pigments signature ultramarine blue Premier range for plastics.

New red-shade orange completes Solaplex® offering

Rockwood Pigments has enhanced its existing Solaplex® range of yellow and orange metal oxide pigments for plastics applications with a red-shade orange high performance grade (34H1004).

The leading manufacturer of advanced inorganic pigments developed 34H1004 in response to market demand for an environmentally acceptable and richer alternative to less intense pigments previously occupying the red-shade area of the challenging yellow to orange color space.

The new, more vibrant Solaplex® Bright Orange (34H1004) joins Solaplex® Yellow (34H1001), Solaplex® Mid Yellow (34H1002) and Solaplex® Orange (34H1003) to provide the plastics sector with a wider yellow-orange pigment selection for high performance plastics applications, including power tools, safety products, chair shells, automotive parts and interiors, cables and bottle crates, among many more possibilities.

Details of Rockwood's new Solaplex® range can be found at www.solaplex.com.

Getting the right grade

Holliday Pigments is highlighting its technical grades specifically formulated for particular plastics applications.

While all ultramarine pigments share the same clean shade, excellent lightfastness and heat stability, optimum performance in plastics applications is only achieved by selecting specially-produced grades. For example, Holliday Pigments' standard Premier range facilitates color consistency; Premier D grades are recommended for low moisture, high pigment masterbatch; Premier F where careful particle control is required; and Prestige for dust-free preparations to achieve easy dispersion. At K 2010, Holliday Pigments' stand representatives will focus on demonstrating the full capabilities of the company's plastics portfolio, including:

- **Prestige grades with dust-free properties**
Holliday Pigments' Prestige range is a selection of standard Premier grades which are incorporated into a low molecular weight carrier resin. This process results in a free flowing, dust-free product, contributing to a cleaner working environment. Prior incorporation into the low viscosity, low melting point polymeric resin also enables extremely easy dispersion, even under low shear conditions, as well as increased pigment loading in masterbatches.
- **Solutions for severely demanding food contact applications**
All of the Prestige grades have been approved for food contact plastics and toy applications, adhering to the industry's most stringent testing, but its specialist Premier BC and B-CR grades have proven taste and taint-free properties and are frequently specified for bulk plastics, including caps and closures.
- **Pigments with proven acid resistance**
Holliday Pigments' Premier XAR acid resistant grade is ideal for applications including stadium seating, where plastics can be exposed to the twin degrading effects of acid rain and high energy solar radiation. Ultramarine is rendered both acid resistant and more photo-stable by means of an inert coating deposited on the surface of the pigment particle. With previous best-in-class grades, the act of dispersing the pigment may cause abrasion of the coating which would in turn reduce its acid resistance. Premier XAR's improved coating technology not only delivers 50% improved acid resistance but tests also show it has the capacity to cut the effects of abrasion by half.

For further information on pigment selection for particular plastics applications, download the 'Ultramarine Pigments for Colouring Plastics' white paper from the publications area on the website www.holliday-pigments.com/publications.

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Notes to Editors:

About Rockwood Color Pigments and Services

Rockwood's Color Pigments & Services Division is one of the largest worldwide suppliers of colored pigments for construction, coatings, plastics and specialty applications. The Division's manufacturing sites and customer service centers are located in the United States, United Kingdom, France, Italy, Germany, Australia and China with additional sales offices located in Singapore and Hong Kong. For more information on Rockwood, please visit www.rockwoodpigments.com.

The Rockwood Color Pigments & Services Division is a business unit of Rockwood Holdings Inc., Princeton, N.J., U.S.A. Rockwood Holdings, Inc. is a leading global specialty chemicals and advanced materials company. Rockwood has a worldwide employee base of more than 9,500 people and annual net sales of approximately \$3 billion. The company focuses on global niche segments of the specialty chemicals, pigments and additives and advanced materials markets. For more information on Rockwood, please visit www.rocksp.com

Inside Rockwood Color Pigments, Holliday Pigments is a world leading supplier of ultramarine pigments, which are used in a variety of applications including plastics, coatings, cosmetics, artists' colors and printing inks. Exporting to over 80 countries, Holliday Pigments has dedicated customer and technical service teams at its factory in France and its commercial office in Singapore.

Holliday Pigments has a proud 125-year history in the manufacture of technical quality ultramarine and is the only ultramarine manufacturer in the world to have invested in Flue Gas Desulphurisation technology, reducing sulphur dioxide emissions inherent in the manufacturing process by more than 99.5%.

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The information set forth in this press release contains certain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 concerning the business, operations and financial condition of Rockwood Holdings, Inc. and its subsidiaries and affiliates ("Rockwood"). Words such as, "anticipates," "believes," "estimates," "expects," "forecasts," "predicts" and variations of such words or expressions are intended to identify forward-looking statements. Although Rockwood believes the expectations reflected in such forward-looking statements are based upon reasonable assumptions, there can be no assurance that its expectations will be realized. "Forward-looking statements" consist of all non-historical information, including any statements referring to the prospects and future performance of Rockwood. Actual results could differ materially from those projected in Rockwood's forward-looking statements due to numerous known and unknown risks and uncertainties, including, among other things, the "Risk Factors" described in Rockwood's Form 2009 10-K on file with the Securities and Exchange Commission. Rockwood does not undertake any obligation to publicly update any forward-looking statement to reflect events or circumstances after the date on which any such statement is made or to reflect the occurrence of unanticipated events.

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