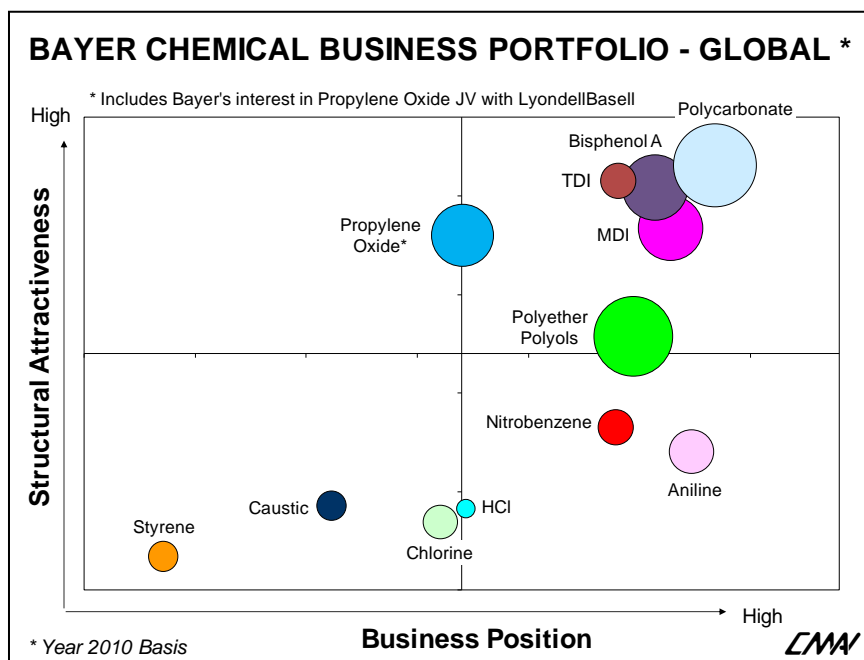


For Immediate release:

CMAI Outlines Bayer MaterialScience's Strategic Chemical Business Position

Houston – Chemical Market Associates, Inc. (CMAI): CMAI's Chemical Company Analysis (CCA) on *Bayer MaterialScience*, the first company report of the 2010 Edition, is now available. The report features comprehensive overviews of the chemical businesses of Bayer MaterialScience, including strategic direction and corporate structure; global chemical operations, and business positions of Bayer and its competitors within major product markets; manufacturing site flowcharts and descriptions; as well as vertical product integration and market exposure.



The report aims at providing clients with a thorough understanding of not only the present situation, but also the impact of future developments by assessing Bayer MaterialScience's opportunities and risks within the framework of CMAI's outlook for the global petrochemical industry. Rapidly changing industry structure and dynamics will necessitate company-specific responses that will determine the success of chemical producers in the future.

Bayer MaterialScience was formed as a subgroup of Bayer Group, headquartered in Leverkusen, Germany, following the Lanxess spin-off in January 2005. The divestiture of parts of its former Chemicals and Polymers divisions in Lanxess as well as subsequent sales of the H.C. Starck, Wolff Walsrode, Exatec JV and GE Bayer Silicones subsidiaries and joint ventures left Bayer MaterialScience with three core product areas: polyurethanes, polycarbonates and coatings, adhesives & specialties.

By 2009, sales of Bayer MaterialScience at U.S. \$10.5 billion (€7.5 billion) accounted for less than 25 percent of the Bayer Group, compared to over 50 percent during the early years of the last decade. At the end of 2009, the MaterialScience workforce had been reduced to 14,300 employees.

Longer-term growth opportunities for Bayer MaterialScience will be driven by global market trends, particularly energy conservation efforts through the use of insulation and lightweight materials. In developing countries, higher living standards will serve as the main driving force of increasing demand for vehicles, housing, furniture, and electronics that together represent about 70 percent of Bayer MaterialScience's customer industries.

The *Chemical Company Analysis (CCA)* is a multi-client service aimed at analyzing the structure, dynamics, competition and strategic issues of global and regional chemical industry participants. The 2010 Edition includes company reports on Bayer MaterialScience, Reliance Industries, BASF SE, and Dow Chemical.

CMAI is a petrochemical, plastics and fibers consulting firm that services a wide range of companies all over the world. Since 1979, CMAI's goal has been to provide accurate, timely consulting services for the worldwide industries that it covers. CMAI maintains offices in Houston, New York, London, Dubai, Düsseldorf, Singapore and Shanghai. Clients to CMAI services include chemical and oil companies, engineering & construction companies, banking and financial institutions, plastic converters, grocers/retailers, government agencies and trading companies.

For additional information on this analysis, visit CMAI's website at www.cmaiglobal.com or contact:

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