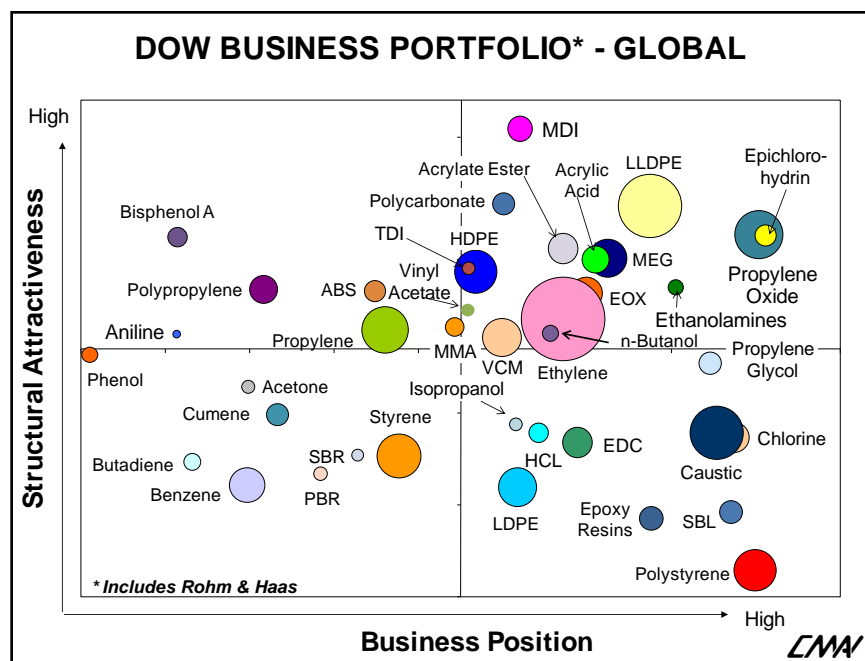


**For Immediate release:**

## CMAI Outlines Dow Chemical's Strategic Business Position

Houston – Chemical Market Associates, Inc. (CMAI) recently completed the Chemical Company Analysis (CCA) on *Dow Chemical*, a supplemental report to the 2008 Edition. The report includes strategic direction, financial overviews, global chemical business operations/positions, chemical manufacturing site descriptions and chemical product material balances for Dow Chemical. Based on 2009, the report assumes the successful incorporation of Rohm & Haas as well as the establishment of the K-Dow joint venture.



*Dow Chemical* is a diversified chemical company with 46 thousand employees worldwide, operations in 175 countries, and over \$60 billion in estimated sales for 2008. Dow's product range extends from basic chemicals and polymers to performance and specialty applications. Major industries utilizing Dow's products include agriculture, automotive, construction, electronics, packaging, textiles, medical, personal care, and oil & gas. Rohm & Haas, with 16.5 thousand employees and estimated sales of about \$10 billion in 2008, focuses on specialty chemicals that find applications in many of the same industries.

Major changes in Dow's portfolio involve the creation of the K-Dow joint venture with PIC (Petrochemical Industries of Kuwait) and the merger with Rohm & Haas. Both transactions will further Dow's goal to move away from the capital-intensive competitive commodity chemicals and polymers toward specialty and performance applications. New and expanding joint ventures in Kuwait, Saudi Arabia, India and Thailand as well as new production units in China will strengthen Dow's presence in Asia and the Middle East. The emphasis on financial disciplines over the past several years resulted in ongoing restructuring efforts and will benefit Dow in the 2008/09 global economic recession.

The *Chemical Company Analysis (CCA)* service is aimed at analyzing the structure, dynamics, competition and strategic issues of global and regional chemical industry participants. The 2008 Edition includes company reports on Chevron Phillips Chemical, Braskem, PetroChina, Total Petrochemical, Borealis and Mitsubishi Chemical; as well as a supplemental report on the pro-forma combined assets of Dow Chemical Co and Rohm & Haas. Company reports that were published in the 2007 Edition of the CCA are Lyondell, DuPont, SINOPEC, ExxonMobil Chemical, Shell Chemicals, Westlake, and Titan; as well as a supplemental report on the pro-forma combined assets of LyondellBasell Industries.

CMAI is the premier provider of Market and Business Advisory services offering a unique combination of consulting analytics and expertise for the global chemical, plastics, fibers and chlor-alkali industries. With offices in Houston, New York, London, Dubai, Düsseldorf, Singapore and Shanghai, CMAI has provided expert advisory services to a broad base of companies across multiple value chains and geographies since 1979. Clients to CMAI services include chemical and oil companies, technology & EPC companies, banking and financial institutions, plastic converters, textile & apparel manufacturers, brand-owners, grocers/retailers, government agencies and trading companies.

For additional information on this analysis, visit CMAI's website at [www.cmaiglobal.com](http://www.cmaiglobal.com) or contact:

Anne Geraci  
CMAI  
11757 Katy Freeway, Suite 700  
Houston, TX 77079 U.S.A.  
Tel: 1-281-531-4660 Fax: 1-281-531-9966  
Email: [ageraci@cmaiglobal.com](mailto:ageraci@cmaiglobal.com)

**HEADQUARTERS**  
Houston, Texas  
Tel: 1-281-531-4660  
[Cmai@cmaiglobal.com](mailto:Cmai@cmaiglobal.com)

**EUROPE Ltd**  
London, England  
Tel: 44 (0)20-7930-9818  
[London@cmaiglobal.com](mailto:London@cmaiglobal.com)

**ASIA**  
Singapore  
Tel: 65-6-226-5363  
[Asia@cmaiglobal.com](mailto:Asia@cmaiglobal.com)

**USA**  
Valhalla, New York  
Tel: 1-914-579-0010  
[NewYork@cmaiglobal.com](mailto:NewYork@cmaiglobal.com)

**EUROPE GmbH**  
Düsseldorf, Germany  
Tel: 49-211-710081-10  
[Dusseldorf@cmaiglobal.com](mailto:Dusseldorf@cmaiglobal.com)

**MIDDLE EAST**  
Dubai, U.A.E.  
Tel: 971-4-391-2931  
[Dubai@cmaiglobal.com](mailto:Dubai@cmaiglobal.com)

**CHINA**  
Shanghai, PRC  
Tel: 86-21-6163-5470  
[Shanghai@cmaiglobal.com](mailto:Shanghai@cmaiglobal.com)