



PRESS RELEASE

UNIQUELY JAGUAR® - RHODIA INTRODUCES ANTI-FAKE DNA- ENCRYPTION TECHNOLOGY TO GUARANTEE THE AUTHENTICITY OF ITS PRODUCTS

To guarantee authenticity of its products and security in their use, Rhodia is pioneering DNA-encryption technology and using it in a first step for its Jaguar® line of products.

The innovative use of this technology will allow for instant detection of genuine Jaguar® products through a proprietary color reaction, and therefore guarantees the authenticity of our products and safety in their use for the consumers' health and well-being.

This initiative is consistent with Rhodia's principles of Sustainable Development and its responsibilities with respect to its customers to provide the quality and safety customers expect from its products, and to develop innovative solutions that help protect the environment and health & safety, legal interests and rights of both consumers and manufacturers.

This press release can be consulted at Rhodia's corporate website: www.rhodia.com

Rhodia is a global specialty chemicals company recognized for its strong technology positions in Performance Materials, Functional Chemicals and the Organics and Services clusters. Partnering with major players in the automotive, electronics, pharmaceuticals, agrochemicals, consumer care, tires, and paints and coatings markets, Rhodia offers tailor-made solutions combining original molecules and technologies to respond to customers' needs. Rhodia subscribes to the principles of Sustainable Development communicating its commitments and performance openly with stakeholders. Rhodia generated sales of €5 billion in 2005 and employs 19,500 people worldwide. Rhodia is listed on the Paris and New York stock exchanges.

Contacts

Press Relations

Website: Care.Rhodia.com