

ROCKWOOD PRESENTS AT CHINACOAT 2010
HALL 9.2, STAND 9G39-46
27- 29 September 2010
Guangzhou International Convention & Exhibition Centre (GICEC)

Rockwood Color Pigments and Rockwood Additives – key businesses within Rockwood’s Performance Additives sector - are jointly exhibiting at this year’s Chinacoat (Hall 9.2, Stand 9G39-46).

Rockwood Pigments will showcase its **Solaplex®** range, an environmentally sound spectrum of yellow to orange metal oxide pigments and promote the proven performance of the technical coatings grades of ultramarine blue from **Holliday Pigments**.

Rockwood Additives is presenting its new **Optiflo®** range of water-based thickeners for paints.

New red-shade orange completes Solaplex® offering

Rockwood Pigments has enhanced its well-established Solaplex® range of yellow and orange mixed metal oxide pigments for coatings 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 alternative to the lead, cadmium or chromium containing pigments that previously dominated the red-shade area of the challenging yellow to orange color space.

“Solaplex® technology has been developed to provide manufacturers working within coatings and plastics related-industries with a wider yellow-orange pigment selection – making bright, strong shades possible without compromising on performance,” said Rockwood’s Coatings & Specialties Global Marketing Manager, Helen Hatcher.

“We have had an encouraging response since we brought the enhanced Solaplex® range to market in 2004 because, beyond benefiting from the extended color possibilities, our customers also appreciate the economical formulating of bright solid shades that Solaplex® can enable when combined with other high performance pigment chemistries.”

The new, more vibrant Solaplex® Bright Orange (34H1004) joins Solaplex® Yellow (34H1001), Solaplex® Mid Yellow (34H1002) and Solaplex® Orange (34H1003) to complete the color range.

The combination of Solaplex®'s non-hazardous formulation, high color strength and durability enables its use for all types of applications ranging from coil coatings through to automotive and transportation – even withstanding weather exposure and demonstrating proven heat fastness properties in more demanding architectural, industrial and exterior masonry environments.

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

Holliday Pigments focuses on fine grades for special effects

Representing the group's capabilities in the unique red-shade blue area, Holliday Pigments is using Chinacoat 2010 as a platform to present its **high gloss (HG)** and **high transparency (TR)** grades for achieving specific effects across a wide range of coatings applications.

"Special effect pigments remain highly sought after within Asia's coatings sectors, where ultramarine's natural transparency offers many possibilities for specifiers and designers," said Holliday Pigments' Managing Director, Glyn Jagger. "Its unique position within the color space means that no other pigment or combination of pigments gives such a chromatic, red-blue shade that works in synergy with interference pigments."

While Holliday Pigments' Ultramarine HG offers a high gloss, high strength finish, Ultramarine TR achieves the highest strength blue with the highest transparency. Careful control of the particle size, particle size distribution (PSD) and ultramarine chemistry enable these distinct effects to be achieved, while retaining the superior performance with which Holliday Pigments has long been synonymous.

For further information visit www.holliday-pigments.com

Rockwood Additives brings Optiflo® into the mix

Complementing the wider company focus on pigment technologies at Chinacoat, Rockwood Additives – a specialist division manufacturing high performance rheological additives – is highlighting its Optiflo® product line at Chinacoat.

Optiflo®'s unique chemistry has created a new class of associative thickeners offering improved resistance against water and humidity for coatings containing Rockwood Additives' latest formulation. By imparting a particular thickening effect in the high-shear viscosity rate range, Optiflo® delivers improved barrier efficiency, water resistance and resistivity; without interfering with color acceptance. Transparent, non-ionic and free from emulsifiers, odors¹ and co-solvents², the range can be readily incorporated into most paint systems and is ideal for use in decorative paints and coatings, wood and furniture coatings, industrial paints, printing inks and adhesives.

“Optiflo® differs from other associative thickeners for aqueous systems because it is based on a patented and isocyanate-free chemistry, which gives it particular performance benefits over comparable modifiers,” said Footing Meng, Rockwood Additives China's Technical & Sales Manager. “Optiflo®'s special formula creates a pseudoplastic effect – inducing Newtonian flow behavior - which helps control spatter-resistance and preventing syneresis and sedimentation.”

A more detailed product and application overview can be downloaded at www.rockwoodadditives.com

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Notes to Editors:

About Rockwood Pigments

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,

¹ Free of odour (Optiflo® L and M grades) or low odour (Optiflo® H grades)

² Optiflo® L and M grades

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

About Holliday 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%.

In August 2008, Holliday Pigments joined Rockwood Holdings Inc., becoming an important addition to the Color Pigments and Services Division.

About Rockwood Additives

Rockwood Additives Ltd. Is a global leading manufacturer of solvent and water based organic, inorganic and synthetic based rheological additives. Rockwood Additives takes pride in offering the highest quality rheological additives for paints, coatings, inks, cosmetics, building materials, grease, plastics and ceramics. Its formulas help to modify thickening and leveling while leveraging anti-sag and anti-drop properties. The newest Optiflo® and Laponite® ranges provide customers with high value additives for water based paints, multicolour coatings, suitable for wood and indeed most industrial applications. Complementing these ranges, Optigel®'s pseudoplastic properties makes it an ideal thickening agent for similar water borne paint and coatings applications, and its use is particularly popular in construction materials.

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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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