

FOR IMMEDIATE RELEASE

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ALL ROUND PENETRATION POWER!

HUNTSMAN TEXTILE EFFECTS presents
an all new dye bath penetration agent



Singapore, March 15, 2010 – ALBAFLOW® UNI-01 is a newly developed, highly efficient, silicon and mineral oil free penetration accelerant, versatile in application for dyeing natural and synthetic fibers. It excels with outstanding wetting, de-foaming and de-aerating performance.

This all in one agent's main strength lies mainly in its excellence in supporting dye-bath penetration. Numerous other characteristics bring a whole host of benefits to the dyeing process. Being silicon oil free there is no risk of spotting on the fabric or residue on the machinery, both of which can be costly for the dyer. Foamless processing is yet another added value ALBAFLOW® UNI-01 contribution. Its efficacy lies in inhibiting foaming which would normally develop and negatively impact liquor and goods circulation thereby causing tangles and spots.

In summary, ALBAFLOW® UNI-01, the penetration accelerant, is every dyer's dream come true. Its versatility, outstanding penetration properties and ease of use make for right first time dyeing every time.

About Huntsman:

Huntsman is a global manufacturer and marketer of differentiated chemicals. Its operating companies manufacture products for a variety of global industries, including chemicals, plastics, automotive, aviation, textiles, footwear, paints and coatings, construction, technology, agriculture, health care, detergent, personal care, furniture, appliances and packaging. Originally known for pioneering innovations in packaging and, later, for rapid and integrated growth in petrochemicals, Huntsman today has more than 11,000 employees and operates from multiple locations worldwide. The Company had 2009 revenues of approximately \$8 billion. For more information about Huntsman, please visit the Company's website at www.huntsman.com.

Forward Looking Statements:

Statements in this release that are not historical are forward-looking statements. These statements are based on management's current beliefs and expectations. The forward-looking statements in this release are subject to uncertainty and changes in circumstances and involve risks and uncertainties that may affect the company's operations, markets, products, services, prices and other factors as discussed in the Huntsman companies' filings with the U.S. Securities and Exchange Commission. Significant risks and uncertainties may relate to, but are not limited to, financial, economic, competitive, environmental, political, legal, regulatory and technological factors. In addition, the completion of any transactions described in this release is subject to a number of uncertainties and closing will be subject to approvals and other customary conditions. Accordingly, there can be no assurance that such transactions will be completed or that the company's expectations will be realized. The company assumes no obligation to provide revisions to any forward-looking statements should circumstances change, except as otherwise required by applicable law