

## FOR IMMEDIATE RELEASE

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## THE NEW DIFFUSION ACCELERANT FOR FANTASTIC RESULTS FROM HUNTSMAN TEXTILE EFFECTS



**Basel, January 13, 2009** – UNIVADINE® DFM is the newest diffusion agent from Huntsman Textile Effects developed for polyester and its blends, which excels with vastly enhanced migration and tone-in-tone build up properties.

The excellent diffusion accelerating effect produced by UNIVADINE® DFM helps on the one hand reduce dyeing temperature and at the same time shortens the dyeing cycle. It improves dye yield, reaching the final tone quicker and small process variations do not negatively affect either the reproducibility or the required fastness. Further, UNIVADINE®DFM actively support high dye migration which is essential for perfectly level dyeing across the whole batch. This property pays off particularly when dyeing under critical conditions or with difficult fabrics. Not least, this diffusion accelerant assures an excellent tone-in-tone build up even when different energy level dyes are used.

UNIVADINE® DFM not only accelerates the dyeing process, it works towards achieving perfectly level dyeing and ideal reproducibility. Tests prove that with this agent dyers can be assured not only of excellent dyeing results every time, but also that it will help save cost, time and energy.

### 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 12,000 employees and operates from multiple locations worldwide. The Company had 2008 revenues exceeding \$10 billion.

For more information about Huntsman, please visit the Company's website at [www.huntsman.com](http://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*