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FOR IMMEDIATE RELEASE

**CP Kelco Xanthan Gum Receives
US EPA Design For Environment
Registration**

Atlanta, Georgia, USA, August 1, 2011 – CP Kelco's KELTROL® and KELZAN® lines of xanthan gum products have been evaluated by an independent testing lab and have been registered on the recognized ingredient list for the United States Environmental Protection Agency Design for the Environment (DfE) program.

The US EPA DfE program establishes criteria to be met by ingredients used in household consumer products. Products bearing the DfE logo signify to the consumer that these products and ingredients can help protect the environment and are safer for families.

"The trend in household consumer products industries is to move away from synthetic and petroleum-based materials and formulate with either plant-based or natural viscosifiers," says Jacqueline Compton, Technical Service Representative of Consumer and Industrial Applications for CP Kelco. "This registration, along with our application expertise in formulating with natural polymers, helps customers formulate more nature-friendly products; we're really excited about the possibilities this recognition opens."

This registration is the first achieved through an initiative by CP Kelco to obtain DfE registration for all of our nature-based rheology modifiers, suspension aids and functional additives. For information on how to formulate with CP Kelco products including KELTROL and KELZAN xanthan gums, please contact CP Kelco directly.

For more information on the EPA's Design for the Environment initiative and use of the DfE logo, please visit their website at: www.epa.gov/dfc.

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ABOUT CP KELCO:

CP Kelco is a leading global manufacturer and marketer of specialty hydrocolloids, with facilities in Europe, North America, Asia and Latin America. Owned by J.M. Huber Corporation, CP Kelco's product lines include pectin, xanthan gum, carrageenan, cellulose gum, gellan gum, diutan, wellan gum and other novel biopolymers, marketed under brand names including CEKOL®, FINNIFIX®, GENU®, GENUGEL®, GENU pHresh™, GENUVISCO®, KELTROL®, KELZAN®, KELCOGEL®, and SIMPLESSE®. For more information, visit www.cpkelco.com or call/e-mail the above mentioned contact.