

King of Prussia, PA, March 9, 2015

Arkema debuts integrated marketing campaign for year-long celebration of Kynar 500® anniversary

Arkema Inc. has launched an exciting new integrated marketing campaign to commemorate 50 years of Kynar 500® resin-based coatings.

Introduced in 1965, Kynar 500® is one of the world's most weatherable resins for creating long-life coatings with an exceptional capability to retain color and gloss. Today, coatings formulated with this pioneering fluoropolymer chemistry provide billions of square feet of protection against weathering, aging and pollution on commercial, industrial, institutional and residential buildings around the globe.

Our integrated marketing program, "Kynar 500®—The Best Get It," includes a new commemorative 50th anniversary logo, an email campaign, promotions at industry trade shows, public relations, and advertisements in print and on-line media outlets. Central to the 50th anniversary celebration is a new anniversary microsite on kynar500.com that greets visitors with a series of videos showcasing iconic buildings around the world that, with the help of Kynar 500® architectural coatings, have stood the test of time. On the microsite's landing page, users can download the augmented reality app Aurasma® to stay connected to the celebration all year long by scanning the Kynar 500® 50th anniversary logo wherever it appears. The anniversary celebration also includes a substantial social media presence on Facebook®, Twitter®, LinkedIn®, Instagram®, YouTube® and Google+® that will allow followers to engage with the brand in new and exciting ways.



Help us celebrate 50 remarkable years of Kynar 500® resin-based coatings all year long. Visit kynar500.com for more information, download the Aurasma® app and follow the hashtag #kynar500 to join the conversation and see some of the most notable structures coated over the last five decades with a Kynar 500® resin based coating.

A global chemical company and France's leading chemicals producer, Arkema is building the future of the chemical industry every day. Deploying a responsible, innovation-based approach, we produce state-of-the-art specialty chemicals that provide customers with practical solutions to such challenges as climate change, access to drinking water, the future of energy, fossil fuel preservation and the need for lighter materials. With operations in close to 50 countries, some 19,000 employees and research centers in North America, France and Asia, Arkema generates pro forma annual revenue of some €7.6 billion, and holds leadership positions in all its markets with a portfolio of internationally recognized brands.

Kynar 500® is a registered trademark of Arkema Inc.

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