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SYRGIS ANNOUNCES REBRANDING OF SUBSIDIARIES
Lycus Ltd. and P Chem Inc. Renamed to Better Reflect Corporate Identity

CINCINNATI – (Jan. 14, 2010) – Syrgis Inc., an international diversified group of fine and specialty chemical manufacturers, announced today the rebranding of Lycus Ltd. and P Chem Inc., two of its operating companies, to better support and create awareness for the overall corporate identity.

Both companies will now carry the Syrgis moniker as well as its visual identity. Lycus will be rebranded Syrgis Performance Specialties and P Chem will be rebranded Syrgis PChem (Performance Chemicals). Both join the third company, Syrgis Performance Initiators that was rebranded as part of the 2007 acquisition of Norac organic peroxides.

“Syrgis is well positioned as a diversified group of specialty chemical manufacturers with strong application expertise to meet unique, niche market needs,” said Andy Harris, Syrgis CEO. “Rebranding each of our companies under the Syrgis name sends a clear message to the marketplace of our commitment to the highest level of product quality, customer service and technical support as a standard across the group.”

Syrgis Performance Specialties, a leading manufacturer and direct supplier of UV light absorbers used in the plastics, coatings, adhesives, textile, and personal care industries, will continue to manufacture and sell substituted benzophenones under the MAXGARD[®] tradename.

Syrgis PChem, whose products include corrosion inhibitors, scale inhibitors, scavengers, demulsifiers, defoamers and many more will continue to sell a broad range of oil field chemicals under the PChem tradename.

Syrgis Performance Initiators manufactures and distributes organic peroxides for the reinforced fiberglass composites markets throughout the world. These products are marketed under the tradenames, Norox[®], Andonox[®], Benox[®] and Superox.

As part of this rebranding initiative, new and improved websites—for the corporate entity as well as the operating companies—have been launched, featuring improved functionality, robust search engines and streamlined access to more information on products and services.

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About Syrgis

Syrgis is an international diversified group of fine and specialty chemical manufacturers. Headquartered in Cincinnati, Ohio, Syrgis is a suite of companies that includes Syrgis Performance Specialties, Syrgis PChem and Syrgis Performance Initiators, Inc.—all worldwide leaders in their respective niche markets. Syrgis companies deliver high-quality products that meet the exacting standards of leading chemical solution providers in the automotive, building materials, composites, cosmetic, mining, oil and gas, paints and coatings, personal care, plastics, renewable energy, transportation and water treatment industries. With strong backing from Cleveland, Ohio-based Edgewater Capital Partners, Syrgis is dedicated to delivering the high-performance products its customers need, supported by exceptional customer service and technical application expertise. To learn more, please visit www.syrgis.com.

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