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ASX ANNOUNCEMENT (ASX: ANO)

17 JULY 2009

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## ANTARIA AND DOW EXPAND MARKETING TERRITORY FOR ZINCLEAR® IM

Antaria Limited (Antaria) and The Dow Chemical Company (“Dow”) today announced they have reached an agreement that will expand the territory in which Dow can market and sell ZinClear® IM zinc oxide products. The agreement includes more than 20 additional countries, representing parts of Eastern Europe and Russia, Asia, and the India and Middle East regions.

Bruce Cameron, Executive Chairman of Antaria commented “We are pleased with the dedication that Dow Amerchol has shown to developing the ZinClear® opportunity in the Americas, and the results achieved so far. This territory expansion initiative, along with changing regulatory environments and a growing awareness of the benefits of ZinClear® as a mineral only UV active are positive drivers that should further enhance our penetration of the global sun care market.”

The full text of Dow’s press release is attached.

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### About Antaria

Antaria Limited develops, manufactures and sells a range of advanced metal oxide powders and dispersions worldwide. Antaria’s products include: **ZinClear®** – broad spectrum, mineral-only UV filters in cosmetic emollients used for sunscreen, skincare, and pharmaceutical formulations that allow SPF 30+ sunscreens containing only zinc oxide as the UV absorber; **Cercat™** – cerium oxide particle dispersion used in diesel fuel applications; and **NanoZ™** – zinc oxide additives that allow stable UV absorber performance for coatings and plastics. In 2009, Antaria also exclusively licensed its plate-like alumina technology to Merck KGaA, Germany for use in Merck’s cosmetics and industrial products.

### For Further Information

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**FOR IMMEDIATE RELEASE**

**Dow Expands Marketing Territory for ZinClear<sup>®</sup> IM Products**

*New Agreement Reflects Dow's Growing Presence in the Sun Care Industry*

**Midland, Mich. – July 17, 2009** – The Dow Chemical Company (NYSE: DOW) and Antaria Limited (Antaria) of Perth, Australia, announced that they have reached an agreement that will expand the territories in which Dow can market and sell ZinClear<sup>®</sup> IM zinc oxide products, including more than 20 additional countries representing parts of Eastern Europe and Russia, Asia, and the India and Middle East regions. The agreement is effective as of July 1, 2009.

“We are very excited to be able to add these geographies to our marketing and distribution territory for ZinClear<sup>®</sup> IM products,” said Jim Gall, sun care strategic marketing manager, Dow Personal Care. “The personal care markets in these countries are experiencing tremendous growth, as consumers are becoming more aware of the need for adequate protection from the sun.”

“Since becoming our exclusive marketer and distributor for the Americas last April, Dow has proven itself to be an excellent company to work with,” said Bruce Cameron, executive chairman of Antaria. “We are pleased with the dedication Dow Personal Care has shown to growing business in the Americas, and the results achieved so far. This initiative, combined with Dow’s extensive technical and marketing resources and strong formulation and logistics support, were critical factors in our decision to award Dow the additional territories.”

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Derived from zinc oxide, ZinClear® IM products offer formulators and brand owners several advantages over traditional zinc oxide products. “ZinClear® IM products are distinct in that they provide full-spectrum protection from both UVA and UVB rays, and are non-whitening and non-greasy on the skin, even when incorporated at high levels in formulations,” said Gall. “The versatility and ease of use associated with ZinClear® IM products will enable new customers to quickly evaluate it in their formulations, regardless of regional preferences for oil/water, water/oil, silicone/water, or other combinations.”

This announcement is one of several recent developments related to Dow’s sun care offering, with the introduction of SolTerra™ Boost at In-Cosmetics Asia in October 2008. Derived from cellulose, a natural, renewable ingredient, SolTerra™ Boost helps dramatically improve the performance of inorganic UV absorbers such as zinc oxide. “So far, the response to SolTerra™ Boost has been outstanding,” Gall said. “The use of inorganic ultraviolet (UV) absorbers has grown steadily in recent years, so being able to add ZinClear® IM to our portfolio in these new geographies is a tremendous opportunity to demonstrate our ability to be a leading provider of innovative solutions to meet formulators’ sun care needs.”

Dow Personal Care offers a wide range of ingredients and technologies for the global sun care market in addition to ZinClear® and SolTerra™ Boost. Other products include SunSpheres™ SPF Booster, SOLTEX™ Waterproofing Polymer, SatinFX™ Delivery System, and other ingredients required for formulation, such as rheology modifiers, chelating agents, preservatives and emollients.

### About Antaria

Antaria Limited develops, manufactures and sells a range of advanced metal oxide powders and dispersions worldwide. Antaria’s products are marketed under five parent brands, **ZinClear®** – broad spectrum, mineral-only UV filters in cosmetic emollients used for sunscreen, skincare, and pharmaceutical formulations; Alusion® – plate-shaped particles used to enhance colour cosmetics formulations to mask wrinkles and fine lines; AlPearl™ – alumina particles for industrial pigment

## **Dow Expands Marketing Territory for ZinClear® IM Products**

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applications; Cercat™ – cerium oxide nanoparticle dispersion used in diesel fuel applications; and NanoZ™ – zinc oxide additives that allow stable UV absorber performance for coatings and plastics. For more information about Antaria, please visit [www.antaria.com](http://www.antaria.com).

### **About Dow in Home and Personal Care**

Dow is a global manufacturer and marketer of performance ingredients for use in the household, institutional and personal care markets. Its technologies and products are used in end-use applications ranging from sun, skin and hair care products to fabric and surface care products that enable outstanding cleaning, conditioning, and protection in household and institutional applications. Dow is dedicated to providing solutions based on sustainable chemistry, and is able to leverage the technologies and capabilities of the Company to these industries.

### **About Dow**

With sales of \$58 billion in 2008 and 46,000 employees worldwide, Dow is a diversified chemical company that combines the power of science and technology with the "Human Element" to constantly improve what is essential to human progress. The Company delivers a broad range of products and services to customers in around 160 countries, connecting chemistry and innovation with the principles of sustainability to help provide everything from fresh water, food and pharmaceuticals to paints, packaging and personal care products. On April 1, 2009, Dow acquired Rohm and Haas Company, a global specialty materials company with sales of \$10 billion in 2008 and 15,000 employees worldwide. References to "Dow" or the "Company" mean The Dow Chemical Company and its consolidated subsidiaries unless otherwise expressly noted. More information about Dow can be found at [www.dow.com](http://www.dow.com)

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