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NEWS RELEASE

For Immediate Distribution

Viance Appoints Kollwitz New Director of Marketing

CHARLOTTE, N.C. (Oct. 10, 2008) – Viance LLC has appointed Chris Kollwitz, a 23-year veteran of the building products industry, to director of marketing, effective immediately.

Kollwitz has extensive experience in wood products supply and distribution, as well as first-hand experience marketing to and for “Big Box” retailers. Prior to joining Viance, he served as director of sales and marketing for ELF Wood Products in Atlanta, Ga., for two years.

Beginning his building products career, Kollwitz worked for the innovative retailer Hechinger from 1985 to 1993 in Store Operations and Planning, and was very involved in the retailer’s launch of the innovative “Home Project Center” concept.

In 1993, Kollwitz joined leading building and consumer products manufacturer Georgia-Pacific (G-P), in Atlanta, Ga. as senior marketing manager for its building products businesses. In 2004, he was promoted to national account executive to home improvement retailer Lowes, and transitioned in his role at BlueLinx Co., after G-P completed the sale of its distribution business.

Kollwitz holds a master’s degree in communications from The Ohio State University, Columbus, Ohio, and a bachelor’s degree in broadcast management and communication from State University College Buffalo in New York.

Viance LLC provides an extensive range of advanced wood treatment technologies and services to the global wood treatment industry. With an expertise in wood biocides and wood protection chemicals, Viance provides high-level product support to its customers to provide innovative, advanced solutions that improve the performance and durability of wood and wood products. Viance is a joint venture between Rohm and Haas Company and Chemical Specialties, Inc., a wholly owned subsidiary of Rockwood Holdings, Inc. For more information about wood treatment technology and Viance products, visit www.treatedwood.com. ###