



News Release

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Cristal Global Announces Corporate Rebranding and Commitment to the Future of Titanium

JEDDAH, SAUDI ARABIA (September 28, 2012) - Beginning October 1, 2012, Cristal Global makes its commitment to the brilliance of titanium clearer when it brings most of its subsidiaries together under a common denominator (CRISTAL) in their corporate names. Thus, Cristal Global family of companies which includes Millennium Inorganic Chemicals, Bemax Resources Ltd., and Cristal US, Inc. (International Titanium Powder) will witness a name change that will incorporate “CRISTAL” as a name component.

Dr. Talal Al-Shair, Cristal’s Chairman and CEO, commented, “We have a focused commitment. Our goal is to unleash the brilliance of titanium through our pioneering innovation, constant product and process improvement and growing global footprint. We are passionate about titanium - from mining to pigments and specialty chemicals to metals. Titanium is at the heart of all we do, and it’s what sets us apart.”

Cristal subsidiaries will begin to introduce their amended names and visual identities as of October 1st, while embracing the new vision, mission, and values.

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Cristal is the world's second-largest producer of titanium dioxide and a leading producer of titanium chemicals. Cristal is the world's leading supplier of ultrafine titanium dioxide products and titanium chemicals and is a fast-growing producer of mineral sands and titanium metal powder. Cristal Global operates seven manufacturing plants in six countries on five continents and employs nearly 4,000 people worldwide.

www.cristal.com

Brilliance inspired by titanium