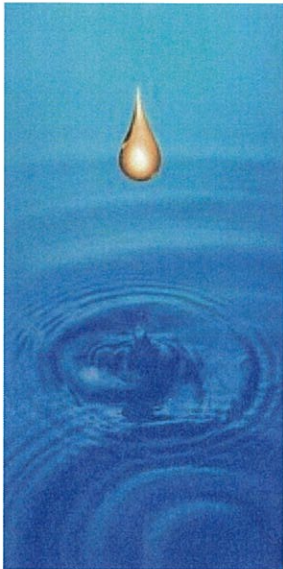


**BIOEXTEND**  
high performance additives



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resolution image

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**NATIONAL BIODIESEL CONFERENCE AND EXPO 2007  
EASTMAN CHEMICAL COMPANY MEDIA ADVISORY**

**WHAT: Editor Appointments with Eastman Chemical Company**

**WHERE: Henry B. Gonzales Convention Center**

**San Antonio, Texas, Booth 453**

**WHEN: February 4-7, 2007 from 10:00 a.m. to 5:00 p.m.**

Leading members of Eastman Chemical Company's BioExtend team will be available for interviews during **The National Biodiesel Conference and Expo 2007**, which will be held from February 4-7, 2007 in San Antonio, Texas.

This year at the show, Eastman Chemical Company will be launching a new high performance antioxidant for biodiesel formulations, Eastman BioExtend 30. BioExtend 30 is designed to extend the shelf life of biodiesel by inhibiting biodiesel's tendency to react with oxygen.

The solution provides outstanding antioxidative power, superior results at low concentrations and a dual antioxidative system for increased performance. In addition, BioExtend 30 was tested using a wide variety of biodiesel feedstock produced from raw materials, including soy, rapeseed, sunflower, and palm.

Please visit Eastman at **Booth 453** if you are interested or would like more information. We look forward to seeing you in San Antonio!

**To schedule a meeting with an Eastman Chemical Company executive at their booth**, please respond to Lisa Helfer at ABI; Tel: +1 212-529-4500; Fax: +1 212-529-4442; Email: [lhelfer@abipr.com](mailto:lhelfer@abipr.com)

**Yes, I am interested in scheduling a meeting with an Eastman executive.**

**No, I will be unable to meet with an Eastman executive.**

**No, I will not be attending The National Biodiesel Conference. Please send me a press kit.**

### **Eastman AQ Polymer Defies Gravity Improved characteristics for mega-hold hair gels**



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**Kingsport, Tenn.**(February 20, 2007) — High-performance *Eastman AQ Polymer* is now available for non-transparent gel formulations. Recently, Eastman brought the product directly to the experts, stylists at a popular New York-area salon, to test a prototype gel formulation on a variety of cutting-edge and traditional hairstyles.

*Eastman AQ Polymer* has long been a mainstay in mousse and hair spray applications, providing consumer product companies improved performance across their personal care product brands.

For stylists and models at Salon Caru, hair styling gel formulated with the *Eastman AQ Polymer* provided a quick-drying, high gloss finish with excellent curl memory and retention. Its low viscosity also made for a better, less “sticky” consumer experience.

“It was a pleasure to work with Eastman’s technical staff and give them a true ‘hands-on’ experience,” said Colin Caruso, owner of Salon Caru. “The stylists almost never have an opportunity to interact with formulation experts so it proved to be educational as well.”

On the formulation side, *Eastman AQ Polymer* provides cosmetic chemists with increased flexibility. Its water solubility makes it a formulation-friendly product. The same polymer can be used to create a range of holds, from flexible to very strong. Its low tack allows it to be used in a variety of dispensing forms including pumps and sprays and makes it inherently easier to work with.

“*Eastman AQ Polymer* offers extreme moisture and humidity resistance,” said Terry Oldfield, technical associate, cosmetics and personal care. “For a long-lasting, no-frizz, moisture-resistant hold that’s perfect for today’s intense styles.”

Professional model Holly Williams, 29, noted that her runway-worthy hairdo held its shape and form far better than in past modeling experiences in her nearly decade-long career.

“Great hold, great texture, great look,” Williams said.



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### **About Eastman**

Eastman manufactures and markets chemicals, fibers and plastics worldwide. It provides key differentiated coatings, adhesives and specialty plastics products; is the world's largest producer of PET polymers for packaging; and is a major supplier of cellulose acetate fibers. As a Responsible Care® company, Eastman is committed to achieving the highest standards of health, safety, environmental and security performance. Founded in 1920 and headquartered in Kingsport, Tenn., Eastman is a FORTUNE 500 company with 2006 sales of \$7.5 billion and approximately 11,000 employees. For more information about Eastman and its products, visit [www.eastman.com](http://www.eastman.com).

For more information about Eastman and its products, contact Lori Sampson-Bold, Global Trade Media Relations, [lorisampson@eastman.com](mailto:lorisampson@eastman.com), 1-423-224-0528 or visit [www.eastman.com](http://www.eastman.com).