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News

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Solutia's LLumar[®] Distributor Launches Four New Exclusive Products in South Korea

ST. LOUIS, May 9, 2012 – Solutia Inc. (NYSE: SOA), a global leader in performance materials and specialty chemicals, congratulates its South Korean distributor, CPFK, on the launch of four new, exclusive LLumar window film products: Artisan[™], Latitude[™], Cirrus[™] and Vertex[™].

The new range of films includes high visible-light transmission windscreen films and high heat-rejection metallized films, as well as high-performance ceramic films in a variety of shades that have been popular with the Korean car owner. The new product offering was introduced to the Korea market in April 2012.

CPFK is celebrating its 20th year of distributing LLumar window films in Korea. In that time, CPFK has built the LLumar brand to the number one automotive window film in the country, with more than 400 locations nationwide.

“Window film penetration on automobiles is very high in Korea, making it an important market for LLumar window film products,” said Mark Gershenson, global automotive segment director for Solutia’s Performance Films division. “CPFK has invested heavily in the marketing and promotion of LLumar window films for the past 20 years to make it the best known and preferred brand in the market.”

LLumar is the world’s best-selling brand of window films. Professionally installed in automobiles, homes and commercial buildings, LLumar high performance films greatly enhances the look, functionality, comfort, and energy efficiency of glass.

For more information, visit www.llumar.com.

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Notice: Certain films, including films with low visible light transmissions and films applied to windscreens, are not permitted under the laws of certain jurisdictions. It is Solutia’s policy that its products be purchased, sold and used in compliance with all applicable laws. Please consult your local laws.

Notes to Editor: SOLUTIA and the Radiance Logo[™] and all other trademarks listed below are trademarks of Solutia Inc. and/or its affiliates.

Corporate Profile

Solutia is a market-leading performance materials and specialty chemicals company. The company focuses on providing solutions for a better life through a range of products, including: Saflex® polyvinyl butyral interlayers for glass lamination and for photovoltaic module encapsulation and VISTASOLAR® ethylene vinyl acetate films for photovoltaic module encapsulation; LLumar®, Vista™, EnerLogic®, FormulaOne®, Gila®, V-KOOL®, Huper Optik®, IQue™, Sun-X™ and Nanolux™ aftermarket performance films for automotive and architectural applications; XIR® and Heat Mirror® performance films that are incorporated into aftermarket window films, laminated glass products and suspended insulated glass units for use in automotive and architectural applications. Flexvue™ advanced film component solutions for solar and electronic technologies; and technical specialties products including Crystex® insoluble sulfur, Santoflex® PPD antidegradants, Therminol® heat transfer fluids and Skydrol® aviation hydraulic fluids. Solutia's businesses are world leaders in each of their market segments. With its headquarters in St. Louis, Missouri, USA, the company operates globally with approximately 3,400 employees in more than 50 worldwide locations. More information is available at www.Solutia.com.

Source: Solutia Inc.

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