



FOR IMMEDIATE RELEASE

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Lucite[®] Introduces LuciteLux[®] Coral *Offering Designers a New Source of Inspiration*

Memphis, Tenn., Thursday, April 1, 2010 – Lucite International announces today it has added a new, innovative line to its portfolio of LuciteLux cast acrylic sheet products - LuciteLux Coral. LuciteLux Coral offers designers, architects and other creative artists a new medium as their source of inspiration.

LuciteLux Coral is unique. Lucite has developed a new cast acrylic sheet with a deep, rich, textural, 3-D effect that is reminiscent of nature's tropical coral reefs.

Exclusive to the Lucite brand in the U. S., new LuciteLux Coral upholds the same high standard of quality and durability associated with our acrylic products while showcasing a new, one-of-a-kind element to appeal to designers for use in a wide range of applications from retail interiors and architectural spaces, to furniture and fashion accessories.

LuciteLux Coral offers a distinctive three-dimensional metallic effect that appears to subtly dance and move with changes in lighting and perspective giving off a shimmering iridescence. In addition, each sheet has its own unique fingerprint, and colors can be tailored to individual projects or selected from 14 colors already developed, all with a minimum order of six sheets.

Deep and intense colors offer a rich, luxurious feel, while light and delicate shades create an ethereal quality, with bright and vibrant colors giving off a youthful energy.

"We're pleased and excited to be offering this new product line to our customers that can be used in a broad range of fashion-forward design applications," Chris Robinson, sheet business manager for Lucite International says. "In an increasingly competitive marketplace Lucite continues to move forward with innovations and improvements to our products like LuciteLux Coral that not only reflect our brand standard of quality and durability, but

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also offer cutting-edge design possibilities to inspire the creative imagination.”

For sales information regarding LuciteLux Coral please contact Jane Nash at Lucite International at 1-800-4-LUCITE ext. 2426.

About Lucite

Lucite International is a global leader in the design, development and manufacture of acrylic-based products including LuciteLux[®] cast acrylic sheet and the driving force behind two of the world's best-known material brands, Lucite[®] and Perspex[®] from Lucite[®] which is celebrating 75 years of inspiration. For additional information about Lucite, please visit www.lucite.com.

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