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**LUCITE INTERNATIONAL ANNOUNCES
STYLE ICON ALEXIS BITTAR TO JUDGE
CARRY ME! HANDBAG DESIGN COMPETITION**
Winning Design to be Awarded \$5,000

CORDOVA, Tenn., Tuesday, August 3, 2010 – Lucite International, owner of LuciteLux™, the world famous acrylic brand announced today that celebrated jewelry designer Alexis Bittar, who is famous for incorporating Lucite® acrylic into his creations, has joined the judges' panel for the company's Carry Me! handbag design competition.

The competition, which is open to all students and designers, runs through October 29 and celebrates 75th anniversary of LuciteLux™, the innovative design material. The competition comes on the heels of a museum exhibit of vintage Lucite handbags at the Dixon Gallery and Gardens in Memphis, Tenn., and a new book, "Carry Me! 1950s Lucite Handbags: An American Fashion" by Janice Berkson, a collector of the handbags and New York fashion boutique owner.

The book chronicles the evolution of Lucite handbags from simple, clear designs to the inclusion of a wide range of colors and shades, faux jewels, pearls and fabrics. The Carry Me! competition encourages professional designers and design students throughout the U.S. and Canada to submit drawings of their modern interpretation of vintage Lucite handbags.

"I've been inspired by the design possibilities of Lucite since I started making my own jewelry 20 years ago," says Bittar. "The Lucite handbags created in the 50s are masterpieces and I look forward to seeing concepts submitted by today's emerging designers."

In the fashion-forward 1950s, widely imaginative designers shaped Lucite acrylic into rockets, torpedoes, bullets, guitars, beehives, flowers and more, making the handbags a must-have for celebrities of the era.

"The opportunity for young designers to present their concepts to someone of Mr. Bittar's stature is truly exceptional," notes Chris Robinson, business manager at Lucite International. "To say we are honored to have him on the judges' panel for our Carry Me! competition is an understatement."

Bittar completes the panel of judges joining Simon Ellis, business director, Lucite International; Caryn Scheidt, vintage handbag collector; and Janice Berkson, author and owner of Deco Jewels, a Manhattan boutique.

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Renowned Designer Bittar to Judge Lucite Competition/Page 2

The winning designer will receive a \$5,000 grand prize. Two \$1,000 runner-up prizes will also be awarded. Lucite International is planning to create prototypes of the winning designs and exhibit them alongside vintage handbags from private collectors at a New York City venue, to be announced.

To learn more about the competition and pre-register go to <http://lucitelux-carryme.com>. Entrants may also receive competition updates through the LuciteLux page on Facebook or by following the competition on Twitter @LuciteLux.

About Alexis Bittar

Award-winning jewelry designer Alexis Bittar is the 2010 Council of Fashion Designers of America's Accessory Designer of the Year. An early passion for antiques and collectables inspired Bittar to launch his eponymous collection made from Lucite® and semi-precious jewelry in the early 1990s. Considered one of the most innovative jewelry designers of the 21st century, Alexis Bittar's designs are cult favourites of A-list celebrities including Madonna, Lady Gaga, Cameron Diaz and Alicia Keys. His Lucite® collection may be viewed at: www.alexisbittar.com.

About Lucite International

Lucite International is a global leader in the design, development and manufacture of acrylic-based products including LuciteLux™ cast acrylic sheet – the driving force behind two of the world's best-known material brands, Lucite® and Perspex®. For more information about LuciteLux™, visit www.lucitelux.com.

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