



**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

**HALLSTAR GIVES STARNET MEDIA NETWORK A NEW LOOK**

*Design Enhances Utility of Webinar and News Microsite*

July 29, 2010 — Chicago — The HallStar Company, a Chicago-based specialty chemistry company, redesigned StarNet, the HallStar Media Network. Now visitors will find it easier than ever to get updates on webinars and news about the company.

“The StarNet redesign is part of our ongoing technology improvement process,” said Justin Bill, E-Business Manager, HallStar. “We are constantly evaluating our online communications efforts to make sure we are connecting with our visitors quickly and effectively.”

StarNet, launched in 2009, has an all-new look with easy navigation for visitors to find the information they need about HallStar. The company’s webinar series is prominently featured on the site with an easy scroll-and-click menu, which makes it simple to find a specific topic. Formulators and compounders who want to learn about personal care and polymer additive chemistry will want to bookmark [www.hallstar.com/starnet](http://www.hallstar.com/starnet). There they’ll find 15- to 25-minute online seminars on a range of topics — from sunscreen products to color formulations to polymeric plasticizers — as well as the latest news and releases about the company and its products.

“Thousands of scientists have visited hallstar.com to watch our webinars and to get information about the company,” said Susan Nutter, Communications Manager. “The new design makes it even easier to find the information you need when you need it, 24/7/365.”

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The HallStar webinar series available at StarNet includes the following topics:

**Polymer Additives**

- The Paraplex Approach: Custom Designed Polymeric Plasticizers
- High Efficiency Coalescing Agent for Latex Paint: HALLCOTE® HECA & SUPRMIX® HECA
- Improved Performance Capabilities in VAMAC®: TegMeR® 812
- Polymer Additives Introduction

**Personal Care**

- New High Performance Photostabilizer for Sun Care: SolaStay® S1
- HallStar Ingredients for Color Cosmetics: HallBrite® BHB
- Improving Sunscreen Photostability with Polycrylene®
- Improving Sunscreen Photostability with HallBrite® BHB and Spectrasolv® DMDA

Visit [www.hallstar.com/starnet](http://www.hallstar.com/starnet) to see the new design and to check out the webinars.

**About The HallStar Company**

The HallStar Company ([www.hallstar.com](http://www.hallstar.com)), based in Chicago, Illinois, is a privately held corporation whose group companies focus on providing innovative chemical solutions for their customers in more than 50 countries across six continents. HallStar Innovations Corp., the group's research and development affiliate, has developed more than one hundred patents.

*Right Chemistry...Positive Solutions*

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