



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

HALLSTAR ENHANCES WEB FOR INTERNATIONAL VISITORS

Translation of Technical Product Data Sheets Available

July 1, 2008 — Chicago — The HallStar Company, a Chicago-based specialty chemistry company, enhanced its corporate Web site for international visitors. All product data sheets are now available in English and 22 other languages. Formulators, marketers, and managers in Japan, China, Sweden, Russia, and many other countries can read in their native languages the product descriptions, properties, features, benefits, and much more.

“Our global businesses in personal care and polymer additives are growing as more and more companies turn to HallStar for specialized solutions that improve the performance of their products,” said John Paro, President and CEO of The HallStar Company. “Our customers are constantly looking for ways to enhance and improve the performance of their products.”

To use the translation system, log onto www.hallstar.com and select a product category — Polymer Additives or Personal Care Ingredients. You can then search by industry or product name. When a product information sheet is displayed, a banner with 22 national flags appears and you can “translate” the sheet by selecting that flag.

The system relies on Google automatic translations, and in some instances the translated text is an approximation of the original English.

“Google understands that its automatic system can be enhanced,” said Justin Bill, HallStar’s E-Business Manager. “They invite users to submit better translations online if problems are identified.”

“The innovative ingredients that HallStar offers are truly international in scope and application,” said Paro. “We are pleased to tell more and more customers, ‘We speak your language.’”

About The HallStar Company

The HallStar Company, based in Chicago, is a privately held corporation whose group companies focus on providing innovative solutions for their customers, and whose global network of distributors, representatives, and facilities span six continents. HallStar Innovations Corp., the group’s research and development affiliate, has developed more than one hundred U.S. and international patents and applications. *Right Chemistry ... Positive Solutions*