



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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DOW AUTOMOTIVE ADDS THREE NEW BETASEAL™ EZ Kit CHOICES

Auburn Hills, Mich., March 22, 2007 – Following the recent success of its BETASEAL™ 0°ne CLEAR EZ Kit, Dow Automotive has introduced three more kits for aftermarket glass replacement. Installers can now choose from four kits containing everything they need for a day's work, with options for adhesive products and packaging.

“These new offerings extend the convenience and economy of our EZ Kit concept for use on virtually every car and light truck in North America,” said Bernie Defreitas, Dow Automotive Product Market Manager for North American Glass and Plastic Bonding, Small Packaging.

“Each kit contains all the supplies you need with a single lot number. That cuts down mistakes, simplifies inventory and makes job tracking and AGRSS compliance a snap. All the contents have the same expiration date, which eliminates waste.”

The first EZ Kit, introduced last fall, featured BETASEAL 0°ne adhesive in 12 310 ml cartridges. The new kits are:

- BETASEAL 0°neBP CLEAR EZ Kit with six BETASEAL 0°ne 600 ml sausages
- BETASEAL™ Express CLEAR EZ Kit with 20 BETASEAL Express 310 ml cartridges
- BETASEAL ExpressBP CLEAR EZ Kit with six BETASEAL Express 600 ml sausages

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Each kit contains everything needed for eight windshield replacements, or 13 in the case of the BETASEAL™ Express CLEAR EZ Kit.

Both adhesives, BETASEAL 0°ne and BETASEAL Express, offer one-hour safe drive-away time and work great in all weather conditions above 0°F (-17.8°C), according to Defreitas. BETASEAL 0°ne is a high modulus, non-conductive formula ideal for windshields with embedded antennas or heating elements.

All the kits include:

- New BETAPRIME™ CLEAR One-step Glass/Frit Primer in convenient (no shaking required) stick applicators
- BETACLEAN™ GC-800 Glass and Surface Cleaner
- BETAPRIME 5404A Pinchweld and Encapsulation Primer
- The needed supply of nozzles, daubers, lot-number stickers and an instruction sheet.

Defreitas explained that while the BETASEAL™ 0°ne kits can be used for virtually any replacement, the BETASEAL Express kits “are perfect for the 95 percent of cars in North America that don’t need a non-conductive adhesive. At the beginning of each day, the installer can just grab one box off the shelf and go. All the accessories are in clear, resealable packages, so they’re easy to identify and keep uncontaminated. The adhesive and primer packaging is color coded to eliminate mistakes. EZ Kits provide a real boost in productivity and quality assurance at an economical price,” Defreitas said.

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Dow Automotive is a leading global provider of technology-driven solutions that meet consumer demand for vehicles that are safer, stronger, quieter, lighter, cleaner, comfortable and stylish. The organization provides plastics, adhesives, glass bonding systems, sealants, emissions control technology, films, fluids and structural enhancement and acoustical management solutions to OEM, tier and aftermarket customers around the world. For additional information about Dow Automotive products, services, and application development centers, visit www.dowautomotive.com.

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FACT SHEET

Complete Contents of BETASEAL™ EZ Kits from Dow Automotive

EZ Kits contain everything a glass-replacement installer needs for a day's work. They are now available in a choice of adhesive products and containers as follows.

BETASEAL™ 0°ne CLEAR EZ kit contents:

- 12 cartridges BETASEAL 0°ne
- 8 applicators BETAPRIME™ CLEAR SA 1-Step Glass/Frit Primer
- 12 oz. can BETACLEAN™ GC-800 glass and Surface Cleaner (also approved for use as a cut-out lubricant)
- 40 ml can of BETAPRIME 5404A Pinchweld and Encapsulation Primer
- 12 nozzles, 6 cut and 6 uncut
- package of 14 mm daubers (10)
- 16 AGRSS proof-of-use stickers – enough for all technician and customer paperwork
- Tooling paddle
- 10 instructional mirror tags
- EZ Kit instruction sheet

BETASEAL 0°neBP CLEAR EZ Kit contents:

- 6 sausages (600 ml) BETASEAL 0°neBP
- 8 applicators BETAPRIME CLEAR SA 1-Step Glass/Frit Primer
- 12 oz. can BETACLEAN GC-800 glass and Surface Cleaner (also approved for use as a cut-out lubricant)
- 40 ml can of BETAPRIME 5404A Pinchweld and Encapsulation Primer
- 8 precut nozzles
- package of 14 mm daubers (10)
- 16 AGRSS proof-of-use stickers – enough for all technician and customer paperwork
- Tooling paddle
- 10 instructional mirror tags
- EZ Kit instruction sheet

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Complete Contents of BETASEAL™ EZ Kits from Dow Automotive – page 2 of 2

BETASEAL Express Clear EZ kit contents:

- 20 cartridges BETASEAL Express – enough for 13 installations
- 16 applicators BETAPRIME™ Clear SA 1-Step Glass/Frit Primer
- 12 oz. can BETACLEAN™ GC-800 glass and Surface Cleaner (also approved for use as a cut-out lubricant)
- 40 ml can of BETAPRIME 5404A Pinchweld and Encapsulation Primer
- 20 precut and 7 uncut nozzles
- 20 14 mm daubers
- 26 AGRSS proof-of-use stickers – enough for all technician and customer paperwork
- Tooling paddle
- 15 instructional mirror tags
- EZ Kit instruction sheet

BETASEAL ExpressBP CLEAR EZ Kit contents:

- 6 sausages (600 ml) BETASEAL ExpressBP
- 8 applicators BETAPRIME Clear SA 1-Step Glass/Frit Primer
- 12 oz. can BETACLEAN GC-800 glass and Surface Cleaner (also approved for use as a cut-out lubricant)
- 40 ml can of BETAPRIME 5404A Pinchweld and Encapsulation Primer
- 8 precut nozzles
- package of 14 mm daubers (10)
- 16 AGRSS proof-of-use stickers – enough for all technician and customer paperwork
- Tooling paddle
- 10 instructional mirror tags
- EZ Kit instruction sheet

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