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**SYRGIS ANNOUNCES REBRANDING OF SUBSIDIARY
*P Chem Inc. Renamed to Better Reflect Corporate Identity***

LATEXO, Texas – (Jan. 14, 2010) – Syrgis Inc., an international diversified group of fine and specialty chemical manufacturers, announced today the rebranding of P Chem Inc., to better support and create awareness for the overall corporate identity.

P Chem, Inc. will be rebranded Syrgis PChem (Performance Chemicals) and will now carry the Syrgis moniker as well as its visual identity. The company joins Syrgis' two other operating companies, Syrgis Performance Initiators and Syrgis Performance Specialties under the Syrgis banner.

“This name change reflects our belief that together our three companies are stronger as members of the Syrgis group,” said J. B. Turn, president of Syrgis PChem. “Syrgis PChem remains the same group of people committed to providing superior chemical solutions to the oil and gas industry, with continued unmatched commitment to operational flexibility, responsiveness and exceptional customer support. As a tribute to our strong history, we will keep PChem as the brand name for our products and plan to continue to operate as the only major independent producer of performance chemicals for the oil and gas industry.”

As part of this rebranding initiative, new and improved websites—for the corporate entity as well as the operating companies—have been launched, featuring improved functionality, robust search engines and streamlined access to more information on products and services.

About Syrgis

Syrgis is an international diversified group of fine and specialty chemical manufacturers. Headquartered in Cincinnati, Ohio, Syrgis is a suite of companies that includes Syrgis Performance Specialties, Syrgis PChem and Syrgis Performance Initiators, Inc.—all worldwide leaders in their respective niche markets. Syrgis companies deliver high-quality products that meet the exacting standards of leading chemical solution providers in the automotive, building materials, composites, cosmetic, mining, oil and gas, paints and coatings, personal care, plastics, renewable energy, transportation and water treatment industries. With strong backing from Cleveland, Ohio-based Edgewater Capital Partners, Syrgis is dedicated to delivering the high-performance products its customers need, supported by exceptional customer service and technical application expertise. To learn more, please visit www.syrgis.com.

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