

NEWS RELEASE  
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PRESS RELEASE

### Rockwood's New Color Pigment is Powered by the Sun

**Princeton, NJ, March 12, 2010**—Rockwood Pigments, a leading manufacturer of innovative inorganic pigments and business unit of Rockwood Holdings Inc. (NYSE: ROC), announces the introduction of a new generation of iron oxide color pigment fused with functional properties that respond to sunlight to enable surfaces to self-clean, reduce air pollutants and inhibit microbial growth. The new pigment, called Solarox™ (patent-pending), is the first colored pigment of its kind with photo-catalytic properties.

Rockwood Pigments, in collaboration with the University of Turin, world-renowned for its expertise in the field of photo-catalysis, has developed a manufacturing process which merges the coloring power of iron oxide pigments with the photo-catalytic properties of titanium dioxide. The resulting Solarox™ pigment is available in the complete range of yellow, red and black iron oxide color shades that can be blended to create a spectrum of brown, gold, tan and buff color combinations.

"Solarox™ represents a completely new approach in color pigment development as we combine the aesthetic appeal of color with the functional power of photo-catalysis, powered by natural light," says Rockwood Pigment's President, Andrew Ross. "Through this development, we believe that we will accelerate the interest in and consumption of construction products with photo-catalytic properties. The initial response from customers reinforces our belief in the ultimate success of this product launch. Solarox™ will revolutionise the way color is used, moving beyond aesthetic appeal to providing a positive benefit to our environment".

Solarox™ pigments demonstrate the same high-durability, fade-resistance and wide application of standard iron oxides. Tests at the University of Turin have confirmed the powerful photo-catalytic properties of Solarox™ and its suitability for use in construction materials such as concrete masonry, pavers, plaster, stucco, roofing materials, wall renderings and decorative concrete.

Mr. Ross adds "It is easy to adopt Solarox™ technology in traditional concrete products. The concrete product manufacturing process will not be altered. There is no new pigment handling equipment required and no need for product reformulation, other than switching to Solarox™. A customer currently making colored concrete products can easily incorporate the benefits of photo-catalytic properties simply by substituting conventional iron oxide pigments with Solarox™."

Interest in photo-catalytic properties in construction materials is increasing in response to the desire for environmentally compatible construction materials for new-build projects, refurbishments, renovations and the growing trend towards 'green' buildings.

Solarox™ pigments comply with existing industry standards for iron oxides. They are compliant with ASTM and European DIN/ISO standards and classified as non-hazardous.

For further information on Solarox™ visit [www.rockwoodpigments.com](http://www.rockwoodpigments.com) .

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Notes to Editor: About Rockwood Pigments:

Rockwood's Color Pigments & Services Division is one of the largest worldwide suppliers of colored pigments for construction, coatings, plastics and specialty applications. The Division's manufacturing sites and customer service centers are located in the United States, United Kingdom, France, Italy, Germany, Australia and China with additional sales offices located in Singapore and Hong Kong. For more information on Rockwood, please visit [www.rockwoodpigments.com](http://www.rockwoodpigments.com).

The Rockwood Color Pigments & Services Division is a business unit of Rockwood Holdings Inc., Princeton, N.J., U.S.A. Rockwood Holdings, Inc. is a leading global specialty chemicals and advanced materials company. Rockwood has a worldwide employee base of more than 9,500 people and annual net sales of approximately \$3 billion. The company focuses on global niche segments of the specialty chemicals, pigments and additives and advanced materials markets. For more information on Rockwood, please visit [www.rocksp.com](http://www.rocksp.com).

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*The information set forth in this press release contains certain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 concerning the business, operations and financial condition of Rockwood Holdings, Inc. and its subsidiaries and affiliates ("Rockwood"). Words such as, "anticipates," "believes," "estimates," "expects," "forecasts," "predicts" and variations of such words or expressions are intended to identify forward-looking statements. Although Rockwood believes the expectations reflected in such forward-looking statements are based upon reasonable assumptions, there can be no assurance that its expectations will be realized. "Forward-looking statements" consist of all non-historical information, including any statements referring to the prospects and future performance of Rockwood. Actual results could differ materially from those projected in Rockwood's forward-looking statements due to numerous known and unknown risks and uncertainties, including, among other things, the "Risk Factors" described in Rockwood's Form 2009 10-K on file with the Securities and Exchange Commission. Rockwood does not undertake any obligation to publicly update any forward-looking statement to reflect events or circumstances after the date on which any such statement is made or to reflect the occurrence of unanticipated events.*

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