



News

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FOR IMMEDIATE RELEASE

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CPFilms Showcases Technology-Driven Marketing Tools for Window Film Dealers at SEMA 2008

ST. LOUIS - November 4, 2008 --- CPFilms[®] Inc., a wholly owned subsidiary of Solutia Inc. (NYSE: SOA), and the world's leading producer of automotive, residential, and commercial window films, today announced its plans to introduce several innovative marketing tools and industry-leading products for window film dealers at the Specialty Equipment Makers Association (SEMA) trade show (booth 11813), November 4-7 in Las Vegas. In addition to the development of new products such as LLumar[®] Auto Safety and Security Films and easy-to-install ATC Automotive Film, both launched earlier this year, CPFilms will unveil a host of innovative marketing tools designed to enable its dealers to grow their businesses, expand their channel access, and expand the window film market toward its full potential.

“CPFilms is renowned globally for its market-driving brands, leading products and technologies, and innovative channel development tools,” said Kent Davies, senior vice president of Solutia Inc. and president of the CPFilms business. “We offer our dealers a unique portfolio of technology-driven marketing tools, complemented by a diverse and differentiated product line to help them maximize their sales.”

At SEMA, CPFilms will showcase LLumar, the world's leading brand of window film, which is sold by dealers in more than 100 countries. The exhibit, themed "*LLumar ... A Trusted Partner Around the World*," will feature the restaged website <http://www.llumar.com> in addition to several technologies designed to support dealers in their marketing efforts, including:

- **LLumar PrecisionCut™ System**

This system is an all-in-one source for the automated cutting of LLumar automotive, paint protection, architectural and safety films as well as graphics. This turn-key solution includes a plotter, Dell desktop computer, software and online technical support. With automated cutting, productivity can be increased by as much as 70%. Demonstrations on the software, cutting and installation will be showcased at SEMA.

- **Business Builder Interactive Marketing Resource**

Launched in 2008 with CPFilms' North American premium dealer network, the CPFilms Business Builder tool allows dealers to access an extensive portfolio of professionally created marketing advertisements that can be easily customized with their own

information, enabling them to reach local customers and drive store traffic. This resource includes customizable print advertisements, point-of-sale materials and Internet banners in addition to helpful marketing and public relations “How To” tools.

- **Online Cooperative Advertising Tool**

This dealers-only website provides fast and easy reimbursement for dealers participating in the CPFilms co-operative advertising programs, allowing them to track their co-op funds online and submit claims electronically. A free advertising consulting center also is available to help dealers promote their products to their local markets.

- **Technical Website**

This exclusive resource provides an additional way to access support from CPFilms’ knowledgeable technical service team. The most trusted technical site of its kind, this comprehensive site supplies technical data including performance specifications, definitions, FAQs, testing standards and more.

- **New LLumar Website**

LLumar will launch a restaged version of its website later this month featuring custom tools and improved navigation to help customers and business partners quickly obtain the information they need.

- **LLumar Shop Builder – *Coming in Early 2009***

For those dealers interested in designing a state-of-the art window film store, the *Shop Builder* program utilizes 3D technology and allows users to model their shops based on dimensions, colors and furniture components.

- **Interactive Benefit-Based Displays – *Coming in 2009***

Interactive store displays that convincingly demonstrate the many benefits of Window Film will be available for dealers in 2009. The new displays will allow dealers to provide their customers with a truly unique shopping experience.

- **LLumar Car Configurator – *Coming Soon***

This user-friendly application allows consumers to view 3D models of their own cars with various automotive tint selections. Users can select specific car options to be used in conjunction with different film selections, helping them gain confidence in their purchase decision.

LLumar’s market-leading brand, product, and channel development tools provide CPFilms’ loyal dealers with everything needed to unlock the potential of the window film market and their unique independent businesses.

For more information and a preview of these technologies, visit the CPFilms booth (#11813) at SEMA, or the LLumar website at <http://www.llumar.com>.

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NOTE TO EDITORS: CPFilms and LLumar are registered trademarks of Solutia Inc. and/or its subsidiaries.

Solutia's CPFilms Inc., is the world's leading producer of high-quality, aftermarket window films and a leading supplier of high-value precision-coated film and film components sold to a variety of businesses. The business manufactures films that provide comfort, aesthetics, energy savings, safety and security when applied to glass. Our LLumar films are designed to meet worldwide standards, carry a factory-backed warranty, and are professionally installed. For more information about LLumar products, log on to www.llumar.com. CPFilms Inc. is a subsidiary of Solutia Inc.

Corporate Profile

Solutia is a market-leading performance materials and specialty chemicals company. The company focuses on providing solutions for a better life through a range of products, including: Saflex® interlayer for laminated glass; CPFilms® aftermarket window films sold under the LLumar® brand and others; high-performance nylon polymers and fibers sold under brands such as Vydine® and Wear-Dated®; and technical specialties including the Flexsys® family of chemicals for the rubber industry, Skydrol® aviation hydraulic fluid and Therminol® heat transfer fluid. Solutia's businesses are world leaders in each of their market segments. With its headquarters in St. Louis, Missouri, USA, the company operates globally with approximately 6,000 employees in more than 60 locations. More information is available at www.Solutia.com.

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