

# News Release



**Celanese Corporation**  
222 West Las Colinas Blvd.  
Suite 900N  
Irving, Texas 75039

## **Celanese Offers Formulators ‘Freedom to Innovate’ with Qorus™ Sweetener System at FI Asia 2014**

*Technical seminar and tasting on October 16*

**DALLAS and SHANGHAI** (October 15, 2014) – Celanese Corporation (NYSE: CE), a global technology and specialty materials company, will be sharing valuable sweetening solutions with beverage manufacturers during Food Ingredients Asia 2014 in Jakarta, Indonesia, at Celanese booth M18.

“Consumers are well aware of the flavor tradeoffs that typically accompany many low- or no-calorie beverages. While many people will continue to drink products that they consider to have off-notes or a lingering aftertaste, many more will not compromise on taste,” said Carrie-Ann Lee, marketing director for the food ingredients business of Celanese.

Celanese designed the Qorus™ sweetener system to enrich the expectations of the consumer by meeting their desired taste. “Qorus balances sweetness and flavor to let the authentic taste of the brand shine through,” said Lee. “With Qorus, we have given product formulators the ability to significantly reduce the bitter aftertaste of traditional non-nutritive sweeteners, increase the sweetness perception, and shorten the lingering profile of the sweet aftertaste. In other words, Qorus gives the product developer the freedom to innovate.”

Qorus may be used in a wide array of low/no calorie beverages including carbonated beverages, non-carbonated drinks, beverage concentrates, flavored waters, energy drinks, juice-based drinks, no/low alcoholic beverages and dairy products.

Hui Fern Tan, technical manager, will lead a presentation on *Advancing sweetening technologies with Qorus innovations*. To showcase Qorus, Celanese will be offering tastings of a variety of low-calorie beverages at both the technical seminar and at booth M18.

Celanese will also be highlighting its Sunett® brand of acesulfame potassium (Ace-K) sweetener and its preservatives in the form of potassium sorbates and sorbic acid. “Celanese offers high-intensity sweetener and preservative products that are manufactured in Germany to the highest-quality western standards to give our customers peace of mind,” said Christoph Katz, global marketing director for the food ingredients business of Celanese.

Celanese will have a global team of technical, sales and marketing representatives at booth M18 to sample Qorus and discuss food ingredients with interested attendees. Learn more at [www.qorus.celanese.com](http://www.qorus.celanese.com).

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## About Celanese

Celanese Corporation is a global technology leader in the production of differentiated chemistry solutions and specialty materials used in most major industries and consumer applications. With sales almost equally divided between North America, Europe and Asia, the company uses the full breadth of its global chemistry, technology and business expertise to create value for customers and the corporation.

Celanese partners with customers to solve their most critical needs while making a positive impact on its communities and the world. Based in Dallas, Texas, Celanese employs approximately 7,400 employees worldwide and had 2013 net sales of \$6.5 billion. For more information about Celanese Corporation and its product offerings, visit [www.celanese.com](http://www.celanese.com) or our blog at [www.celaneseblog.com](http://www.celaneseblog.com).

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## Celanese Contacts:

Investor Relations	Media Relations – Global	Media Relations Asia (Shanghai)	Media Relations Europe (Germany)
Jon Puckett	W. Travis Jacobsen	Phoebe Li	Jens Kurth
+1 972 443 4965	+1 972 443 3750	+86(21)3861 9210	+49(0)69 45009 1574
<a href="mailto:jon.puckett@celanese.com">jon.puckett@celanese.com</a>	<a href="mailto:william.jacobsen@celanese.com">william.jacobsen@celanese.com</a>	<a href="mailto:Phoebe.li@celanese.com.cn">Phoebe.li@celanese.com.cn</a>	<a href="mailto:j.kurth@celanese.com">j.kurth@celanese.com</a>

## Forward-Looking Statements

This release may contain “forward-looking statements,” which include information concerning the company's plans, objectives, goals, strategies, future revenues or performance, and other information that is not historical information. When used in this release, the words “outlook,” “forecast,” “estimates,” “expects,” “anticipates,” “projects,” “plans,” “intends,” “believes,” “may,” “can,” “could,” “might,” “will” and variations of such words or similar expressions are intended to identify forward-looking statements. All forward-looking statements are based upon current expectations and beliefs and various assumptions. There can be no assurance that the company will realize these expectations or that these beliefs will prove correct. There are a number of risks and uncertainties that could cause actual results to differ materially from the results expressed or implied in the forward-looking statements contained in this release. These risks and uncertainties include, among other things: changes in general economic, business, political and regulatory conditions; changes in the price and availability of raw materials; the ability to improve productivity by implementing technological improvements; increased price competition and the introduction of competing products by other companies; market acceptance of our technology; the ability to obtain governmental approvals and to construct facilities on terms and schedules acceptable to the company; unavailability of required materials and equipment; unanticipated operational or commercial difficulties, including failure of facilities or processes to operate in accordance with specifications or expectations; the ability to achieve and maintain plant utilization; ability of third parties, including our commercial partners, suppliers or others, to comply with their commitments to us; the cost or

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*availability of capital necessary to fund plant construction; changes in the degree of intellectual property and other legal protection afforded to our products or technology, or the theft of such intellectual property; compliance and other costs and potential disruption or interruption of production or operations due to accidents, cyber security incidents, terrorism or political unrest or other unforeseen events or delays in construction or operation of facilities, including the occurrence of acts of war or terrorist incidents or as a result of weather or natural disasters; potential liability for remedial actions and increased costs under existing or future environmental regulations, including those relating to climate change; potential liability resulting from pending or future litigation, or from changes in the laws, regulations or policies of governments or other governmental activities in the countries in which we operate; changes in currency exchange rates and interest rates; and various other factors discussed from time to time in the company's filings with the Securities and Exchange Commission. Any forward-looking statement speaks only as of the date on which it is made, and the company undertakes no obligation to update any forward-looking statements to reflect events or circumstances after the date on which it is made or to reflect the occurrence of anticipated or unanticipated events or circumstances.*