

News Release

Celanese Corporation
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Nutrinova Sweetener Business Joins with Celanese Brand

Transition of Nutrinova business to the Celanese brand now complete

DALLAS and FRANKFURT (March 31, 2014) Celanese Corporation (NYSE: CE), a global technology and specialty materials company, today announced the transition of its Nutrinova business under the Celanese brand. Nutrinova® products, including its multiple food sweetener product brands, have been in use for more than a decade, and this transition to Celanese formally completes the transition of all Celanese businesses into a single, unified Celanese brand.

In October 2013, Celanese began the process of transitioning each of its businesses to its new brand: *Celanese – The chemistry inside innovation™*. The process has been successful to date with five of the six Celanese businesses having completed the change.

“Customers have embraced our new brand and commitment to creating customer value through innovation and collaboration,” said Mark Rohr, Celanese chairman and chief executive officer. “With sensitivity to the complexities of the food and beverage industries, we delayed the change to ensure a smooth transition for our customers; and now the transition of the Nutrinova business into the unified Celanese brand is complete.”

“Celanese’s commitment to the highest quality of food ingredients for our customers – in the form of our Sunett® sweetener, Nutrinova® sorbates, and our latest innovation, the Qorus™ sweetener system – has not waived with this change,” said Lou Purvis, vice president and general manager of the food ingredients business of Celanese. “Celanese will continue its collaborative and innovative partnerships with our customers to deliver the authentic tastes they have come to expect from Celanese™ sweeteners, including the benefits of low- and no-calorie food and beverages, which benefit from the sweetener blends of our food ingredients products.”

The food ingredients manufacturing facilities of Celanese will remain in Frankfurt, Germany, at the Industrial Park Hoechst and will continue to exceed global food quality standards. Celanese will also continue to build upon the commercial success of the recently launched Qorus™ sweetener system with projects that are underway around the world. The Qorus™ sweetener system is an ideal product to assist food and beverage formulators in achieving their long-sought after authentic taste profiles. For more information about the Qorus™ sweetener system, visit the [Qorus™ product page](#).

Celanese encourages food and beverage industry representatives to experience these products at the IFT Annual Meeting & Food Expo in New Orleans, La., June 21-24, 2014.

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 or our blog at www.celaneseblog.com.

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