



PRESS RELEASE
For Immediate Release

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AEDC launches specialty chemical initiative with SSA Consultants

Organization pursuing co-location opportunities with BASF, Ascension plants in 2008

(Sorrento, LA- January 10, 2008)- The Ascension Economic Development Corporation (AEDC) has begun the process of attracting small, specialty-type chemical companies to Ascension Parish by launching a targeted marketing effort to companies that can utilize existing chemical streams and co-locate new plants within the footprint of existing Ascension Parish plants.

In Summer of 2007, AEDC, with funds secured from its private foundation, signed a contract with SSA Consultants out of Baton Rouge to work with BASF as the first pilot plant to participate in the initiative. SSA Consultants is currently identifying specialty chemical companies that can use BASF's existing streams including working with SOCMA, the international specialty chemical trade association, with over 300 members worldwide.

BASF and AEDC officials will be jointly targeting specialty companies at the INFORMEX show, sponsored by SOCMA, in New Orleans from January 30th to February 1st.

AEDC since its inception in 2006 has collected information on chemical streams and available land within Ascension Parish chemical plants for downstream opportunities. Information from this effort was submitted to Louisiana Department of Economic Development officials in August of 2007 and resulted in the location of Dynamic Fuels-Tyson biofuels plant within the Lion Copolymer facility in Geismar, which was announced last November.

"SSA Consultants is pleased to be working with AEDC and BASF on this initiative," said Dr. Wil Williams who is leading the project for SSA, "They are pursuing a pro-active and creative path to leveraging public and private resources to improve and expand the economic base in this area. They are targeting specialty companies with high value added production processes that employ highly skilled workers. The result will be a win-win for all involved resulting in stable local customers for BASF. Louisiana will continue to benefit from new direction efforts like this."

AEDC has also received interest from other plants in Ascension Parish to participate. The specialty chemical initiative is part of AEDC's five year "Ascension Advantage" Economic Development Plan for Ascension Parish.

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