

Momentive Celebrates 70 Years of Innovation at NYSCC Suppliers' Day

Honoring its Long-standing Collaboration with the Personal Care Industry

ALBANY, N.Y., May 12, 2010 — Momentive Performance Materials celebrated 70 years of innovation at the New York Society of Cosmetic Chemists (NYSCC) Suppliers' Day 2010, highlighting years of successful collaboration between Momentive and the personal care industry.

In May of 1940, a research chemist at General Electric Company (GE) Research Laboratory - a Momentive heritage company – developed the process allowing for the industrial production of silicones, which gave rise to a new global industry and the thriving silicones business that today is Momentive Performance Materials. This spark of ingenuity in an R&D lab started Momentive on a journey of scientific innovation that included the first silicone polyethers for personal care products and the first commercialized silicone for 2-in-1 shampoo and conditioner.

Today, Momentive continues to work closely with personal care products manufacturers to develop new products in cosmetics, hair care, shower and bath, skin care, sun care and toiletries. This week, Momentive showcased three newly launched personal care solutions at the NYSCC show: [Velvesil* 034 organosilicone gel](#), an excellent candidate to consider for the dispersion and even spreading of cosmetic ingredients; [Silsoft* AX conditioning agent](#), which can help hair care product manufacturers offer enhanced sleekness, shine and manageability for hair; and [Tospearl* AQ microspheres](#) that can help provide a smoother and silkier sensory experience, enhanced blurring of fine lines and wrinkles and improved rub-in for water-based skincare formulations, sunscreens, anti-aging products and moisturizers.

"Helping our clients drive innovation in the personal care industry has been an exceptionally rewarding experience, and we at Momentive look forward to many more years of developing new technologies that will help support and improve everyday life," said Dr. Jonathan Rich, President and CEO of Momentive.

In addition to silicones, silanes and urethane additives, Momentive manufactures quartz, specialty ceramics and crystal products for high-technology industries.

About Momentive Performance Materials

Momentive is a global leader in silicones and advanced materials, with a 70-year heritage of being first to market with performance applications for major industries that support and improve everyday life. The company delivers science-based solutions, by linking custom technology platforms to opportunities for customers. Momentive Performance Materials Inc. is controlled by an affiliate of Apollo Management, L.P. Additional information is available at www.momentive.com.

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