

FOR IMMEDIATE RELEASE:

FIELD MARKET DEVELOPMENT SPECIALIST FOCUSED ON ADVANCING LIMS™ TECHNOLOGY:

SHIN-ETSU SILICONES HIRES ANCHOR LIN TO PROPEL LIMS MARKET GROWTH & EDUCATION.

Akron, OH– April, 2014

Shin-Etsu Silicones of America (SESA: A U.S. subsidiary of Shin-Etsu Chemical Co. Ltd., Japan), has announced the hiring of Anchor Lin as a Field Market Development specialist to oversee the advancement of their innovative LIMS™ (Liquid Injection Molding System) products. Lin's primary focus will be educating the North American marketplace and identifying new growth opportunities for LIMS applications in the Healthcare, Automotive, Baby Care, Consumer, Electrical, and Industrial markets.

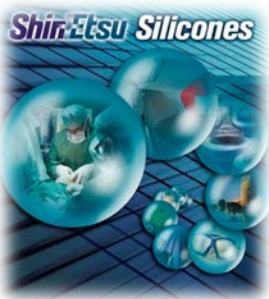


Recently serving as a Project Manager with AU Optronics America (Merrick, NY), Lin also has over twenty years of international sales, marketing, business development, and product management experience— working for renowned companies including Dow Chemical-Electronic Materials (Freeport, NY), and General Electric Company-Silicones Division (China & Taiwan). In addition to his vast scope of hands-on product and technical expertise, Lin holds an MBA from the University of Connecticut (Stamford, CT), a Bachelor of Science in Chemical Engineering from the Chinese Culture University (Taipei, Taiwan), and is multi-lingual.

While based in Long Island, NY, Lin's clear objective at SESA will be to work extensively in the field – promoting the differentiable advantages of Shin-Etsu's LIMS products to new and existing end-use customers in the manufacturing supply chain. According to Lin, "The pivotal objective of this mission will be providing a dedicated 'pull-through' support function to facilitate customer growth opportunities for the SESA sales force."

According to SESA's North American Marketing Manager Eric Bishop, "This is a major strategic initiative for us as we've been looking for the right individual to fill this position for some time to augment our LIMS presence in the North American marketplace. Anchor comes with the ideal background that will be vital in driving value-added LIMS expertise for customers. He will be a key resource for our sales department to maximize efficiency and opportunity."

Lin noted that he plans to hit the ground running as his short term goal is to visit as many SESA customers as possible in the coming months – educating end-users on the distinct advantages of LIMS for a myriad of applications.



For more detailed information, visit the Shin-Etsu Silicones web site at:
www.shinetsusilicones.com or call: 1-330-630-9860

CORPORATE PROFILE: A U.S. subsidiary of Shin-Etsu Chemical Co. Ltd., Japan, Shin-Etsu Silicones of America Inc. offers vast technical and capital resources to formulate solutions as a major supplier of silicone materials to North America's medical, automotive, electronics, aerospace, cosmetics, and manufacturing industries. Shin-Etsu's premium silicone compounds incorporate leading-edge technology, staff expertise, and value-added service; offering customers the highest levels of quality and consistency in specialty silicone materials.

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