

FOR IMMEDIATE RELEASE:

PROSPECTING WESTERN SILICONE GROWTH:

SHIN-ETSU SILICONES HIRES HTV & LIMS REGIONAL SALES
MANAGER TO CULTIVATE ADVANCED MARKET APPLICATIONS.

Akron, OH—October 2016

In response to the demand for innovative solutions for customers in growing HTV (High Temperature Vulcanizing) elastomer and LIMS™ (Liquid Injection Molding System) silicone market segments, Shin-Etsu Silicones of America, Inc. (SESA: A U.S. subsidiary of Shin-Etsu Chemical Co. Ltd., Japan) recently announced the hiring of new Western Regional Manager—HTV & LIMS, Sherry Anderson.



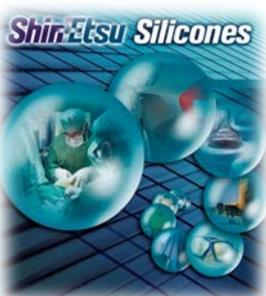
This core addition will allow SESA to penetrate deeper into the entire Western Region (including Canada and Mexico) to service and optimize new and existing client applications in the growing HTV & LIMS markets.

Sherry Anderson: Western Regional Manager—HTV & LIMS

Having earned a Bachelor of Science degree in Psychology from California State University, Anderson has compiled fourteen plus years of professional experience in the RTV (Room Temperature Vulcanization) silicone industry including recent prominent roles as an Account Manager for Quantum Silicones, Inc. and Momentive (Formerly GE Silicones) respectively.

Upon joining SESA in July, she spent several weeks of training at SESA's Akron, OH headquarters in their 7,020 ft² state-of-the-art LIMS Technical Center, R&D, analytical labs, and manufacturing plant. Strategically located in California's Bay Area, her immediate focus will be to expand SESA's broad HTV & LIMS silicone product line in North America's Western region for existing and new product applications for the healthcare, automotive, aerospace, and industrial markets.

In addition to managing and growing accounts on the West Coast, Anderson will also cultivate more efficient and effective distributor organizational strategies. According to Anderson, "The immediate goal is to put fresh eyes on the territory by meeting with new and existing customers to analyze optimal, value-added solutions. Ultimately, we will develop new products to meet challenging specifications with application advantages that deliver cost-effective solutions."



For more detailed information, visit the Shin-Etsu Silicones web site at:
www.shinetsusilicones.com

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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