

e-epoxy MARCOM
Two Year Anniversary
Draft #2 (1/22/2003)

For Editorial Information
Regarding e-epoxy.com, contact:
David Cameron, +989.636.3369
The Dow Chemical Company
dccameron@dow.com

For Editorial Information
Regarding e-epoxy.com, contact:
Alex Gushin, +212.697.2600
Gibbs & Soell, Inc.
agushin@gibbs-soell.com

FOR IMMEDIATE RELEASE:

**Celebrating Two Years: e-epoxy.com Continues
to Make Life Easier for Epoxy Buyers**

MIDLAND, Mich. – (January 29, 2003) – Just two years ago on January 29, 2001, the first-ever Web site designed exclusively for the sale of epoxy resins and related products was launched. Since then, e-epoxy.com has surpassed all sales expectations, achieved solid profitability within its first year and continued to grow stronger every month. The site, pioneered by The Dow Chemical Company's Epoxy Products & Intermediates business, remains the one and only global e-commerce portal available to buyers of epoxy resin products.

"e-epoxy.com is a success because it's built upon a fundamental respect for the needs of customers," says John Everett, e-epoxy.com's global leader. "Over two years ago, we asked ourselves, 'What can we do to better serve those customers who are looking for a fast, no-frills and cost-effective way to purchase epoxy resins and related products?' Our answer was the e-epoxy.com business model. The response from the market was phenomenal from day one, and we have experienced significant growth in our customer base over the past two years. Our feedback repeatedly shows us that customers truly value this modern and efficient alternative for purchasing raw materials."

Since the site's launch in 2001, more than three-quarters of sales made through the site have been by customers new to Dow looking for a new way to buy. Everett says this fact, combined with the site's cost position, demonstrates the viability of this unique

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purchasing channel. About 300 buyers have registered to take advantage of the site's offerings. Interestingly, more e-commerce ventures, like Xiameter.com from the Dow Corning Corporation, are following a similar approach to e-epoxy.com and experiencing comparable success.

e-epoxy.com gives purchasers 24-hour access to an online marketplace for the products and information they need to succeed. Product pricing is regularly updated on the site, and all purchasing decisions can be made online, reducing procurement time and expenses. Prices are listed in U.S. dollars, Euro, and Yen, and the complete business rules can now be viewed on-line in nine languages: English, Chinese, Japanese, Korean, German, French, Spanish, Italian and Portuguese.

Customers from multiple industries have used e-epoxy.com to purchase high volume epoxy resins and related products. Those industries include: coatings and adhesives, composites, and food and pharmaceutical ingredients (users of synthetic glycerine).

Background Information

Products can be purchased for delivery in North America, Latin America, Western Europe, Central Europe, The Middle East, Japan, Korea, Taiwan and Southeast Asia. The e-epoxy management team, made up of experts in B-to-B e-business and in the industries served through the site, remain fully committed to the site and plan to further expand its reach in the Asia Pacific region this year.

For more information, buyers can go directly to www.e-epoxy.com, take the quick site tour, sign-on for the free monthly newsletter (currently distributed to a community of about 3,000 recipients) and register on-line for a free purchasing account.

Dow is a leading science and technology company that provides innovative chemical, plastic and agricultural products and services to many essential consumer markets. With annual sales of approximately \$30 billion, Dow serves customers in more than 170

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countries and a wide range of markets that are vital to human progress, including food, transportation, health and medicine, personal and home care, and building and construction, among others. Committed to the principles of Sustainable Development, Dow and its 50,000 employees seek to balance economic, environmental and social responsibilities.

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