

ICL Industrial Products JV with Dai-Ichi Kogyo Seiyaku to Increase Capacity of Proprietary Flame Retardant FR-245

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ICL Industrial Products (ICL-IP) together with Dai-Ichi Kogyo Seiyaku (DKS) announced their plan to increase production capacity at their plant in Ramat-Hovav, Israel of their proprietary flame retardant FR-245.

The expansion, which is scheduled to come on stream during April 2008 follows a previous investment which came on stream during 2007, is required to meet market demand; and will double the capacity for this product. Total investment in both expansions will mount to US\$8 million, and validates both companies' commitment to this unique product.

FR-245 was developed jointly by DKS and ICL-IP to meet the needs of polystyrene manufacturers to provide ABS (acrylonitrile-butadiene-styrene) and HIPS (high impact polystyrene) with high performance flame retardant required by stringent requirements of the electronics industry. FR-245 is protected by 17 patents. The product, based on extensive toxicological studies, does not cause any adverse effects on human health, and is considered as environmentally safe.

ICL Industrial Products is one of the ICL (TASE: ICL) three operating segments. It produces bromine, magnesia and chlorine from Dead Sea brines, and manufactures and markets a range of bromine compounds, including flame retardants, bromides for industry, agriculture and water treatment, as well as a range of magnesia products and chlorine-based products for numerous uses. ICL-IP produces the most diversified range of flame retardant portfolio, based on bromine, phosphorus, and mineral fillers; used for application by the electronics, automotives, building & construction, textile and other industries.

Dai-Ichi Kogyo Seiyaku Co., Ltd. (Tokyo Stock Exchange: 4461) operates in surfactant products, water-soluble polymers, waterborne polyurethanes, functional polyurethanes, and plastic additives businesses. DKS additives business offers plastic additives and other plastic materials that are used in the production of synthetic resin products. Its products include flame retardants, UV-curable resin materials, antistatic agents, lubricants, anti-clouding agents, and antioxidants. The company was founded in 1909 and is based in Kyoto, Japan.