

FOR IMMEDIATE RELEASE:

EXPANDING THE ROSTER FOR HTV GROWTH:

SHIN-ETSU SILICONES APPOINTS PROGRESSIVE NEW HIRES FOR HTV GROUP TO CULTIVATE VITAL GROWTH MARKETS.

Akron, OH—October 2019

In response to the demand for innovative solutions for customers in growing HCR (High Consistency Rubber) & LIMST[™] (Liquid Injection Molding System) market segments, Shin-Etsu Silicones of America, Inc. (SESA: A U.S. subsidiary of Shin-Etsu Chemical Co. Ltd., Japan) recently announced the expansion of their Sales & Technical Team for this vital group. The appointments include: Jim Miller, HTV Regional Sales Manager, Kevin Barbee, LIMS Process Technician, and Dan Madler, Associate Chemist. These strategic additions will allow SESA to penetrate deeper into traditional silicone HTV & LIMS industries in the growing upper midwest region, and drive the goal of cultivating the benefits of SESA's advanced technology for essential HTV & LIMS applications.

Jim Miller: HTV Regional Sales Manager



Beginning with a Bachelor of Arts Degree in Production & Operations Management (and a minor in Japanese) from Ball State University (Muncie, IN), Jim Miller has accumulated over twenty years of professional acumen in technical Sales and Service Development—including his most recent positions at Philpott Rubber & Plastics (Aurora, OH) as a Technical Director, and IER Fujikura (Macedonia, OH) as a Project Engineer.

With a previous tenure at SESA in Quality Assurance focusing on moldable silicone materials, Miller will now leverage his vast rubber molding and industry knowledge to grow SESA's HCR and LIMS silicone business in the Great Plains and Great Lakes regions.

Reporting to Steve Craig—National Business Manager-HTV, his pivotal goal will be to increase sales and new accounts by delivering technical product solutions via education and relationship building in this burgeoning region. A core focus will be medical OEMs and fabricators in the region, which is widely considered the 'Silicone Valley' of the Midwest.

Notably, Miller will look to increase sales of HTV products in medical and consumer applications in the region, such as medical device seals, catheters, and baby nipples. Additionally, growth will be targeted for fluorosilicone HCR in automotive applications such as engine and fuel seals.

According to Miller, "With over 17 years working for a SESA customer, I know their world and I'm confident this perspective will help my new and existing SESA clients with valuable technical insight to help them succeed."

Kevin Barbee: LIMS Process Technician

Kevin Barbee brings a broad-base of skills in the field of liquid silicone injection molding to SESA in the role of LIMS Process Technician. With extensive previous experience in LIMS molding and processing at Quality Synthetic Rubber (QSR: Twinsburg, OH) and Forest City Technologies (Wellington, OH); as well as over a decade of experience as a machinist, Barbee will focus on molding and maintenance of all molds and equipment within SESA's state-of-the-art LIMS Technical Center (LTC) in Akron, Ohio. He will work closely with Robert Jovingo, LIMS Process Engineer.

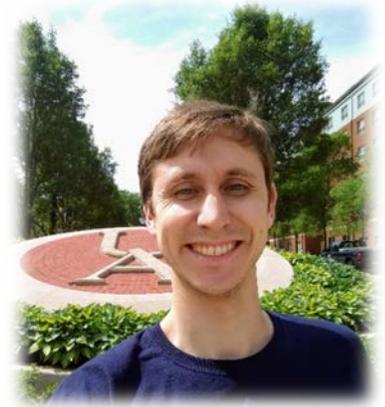


Reporting to Eric Bishop, SESA North American Marketing Manager, Barbee's goals include customer and supplier support and maintenance of the LTC. A primary objective is to continuously expand SESA's library of compatible thermoplastic substrates for their Select-Hesive™ LIMS products. According to Barbee, "The key is on-going research to make superior products—including testing for bonding to the latest thermoplastic resins. Adhesion testing in a true injection molding process is critically important to our customers for self-bonding LIMS products, like our KE-2090 series, which is engineered to provide primerless adhesion to a variety of thermoplastic substrates. We're also working on a new grade called KE-2098, which is engineered to bond to nylon for automotive applications."

Dan Madler: Associate Chemist / HTV TS&D Department

Reporting as an assistant to Kendall Kozinski, TS&D Manager-HTV Group, Dan Madler will provide additional technical support in the role of Associate Chemist for the HTV TS&D Department.

A recent graduate from the University of Akron, Madler has a Bachelor of Science degree in Chemical Engineering and a certificate in Polymer Engineering Specialization. Throughout his college career, Dan gained work experience relevant to SESA through a co-op program where he spent three rotations at UTC Aerospace (Uniontown, OH) in the Materials Department. Gaining vital experience with rubber and neoprene materials, Madler has a feel for the materials themselves and how they are affected by certain conditions which will help him in dealing with silicones.



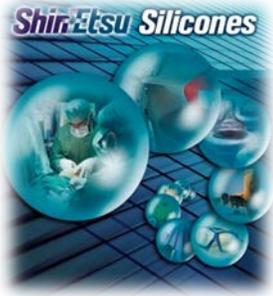
According to Madler, "My primary goal is to learn about silicone HCR and get more involved in the process-side for a wide range of new and existing products that SESA is manufacturing. These will include platinum-extrusion and fluorosilicone systems. In essence, I'll be analyzing HCR vs. LIMS properties within the HTV family of elastomer products."



Conclusion:

According to SESA's North America Marketing Manager, Eric Bishop, "Shin-Etsu Silicone's high-performance HCR and LIMS silicone products can meet a wide variety of needs across a myriad of applications. These new, progressive additions to our HTV Team will be pivotal in continuing to educate and deliver innovative solutions to our customers to help grow our business."

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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