DOW INTRODUCES NEXT-GENERATION XLA™ STRETCH FIBER TO THE FASHION INDUSTRY

Premiere Vision (Paris, February 2007)

For the first time, designers can develop denim collections that have both comfortable, breathable stretch and the ability to endure even the harshest chemical treatments and destructive denim washes and finishes - without loss of stretch. Introducing Dow Fiber Solution's next-generation XLA™ fiber for denim.

This next-generation XLA™ for denim is a revolutionary, premium stretch fiber that is inherently resistant to high heat and harsh chemicals, enabling a luxurious hand and incredible fit. Especially engineered for garments that need exceptional comfort stretch and recovery and unparalleled shape retention, next-generation XLA™ resists harsh chemical treatments to allow for a variety of desired effects - such as denim finishes. Next-generation XLA™ for denim maintains the authentic look and feel of cotton denim, with little to no shrinkage, sagging or bagging - even after multiple wears, machine washes, or dry cleanings.

The new high-performance elastic fiber has been recognized by fashion insiders as the only stretch solution for denim due to its ability to withstand various chemical treatments that would normally damage a denim finish. Designers no longer need to sacrifice style for comfort.

Two of New York’s hottest fashion designers recently introduced her fall 2007 collections with XLA™. Alice Roi, a New York-based designer, created an XLA™ Fall 2007 collection of trousers, coats, shirts and skirts that embodies a fresh and innovative take on denim, by using black wool denim as the dominant fabric. “By choosing fabrics made with XLA™, I have the
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freedom to design comfortable yet fitted garments that won’t stretch out over time, and in deep colors that won’t fade,” says Roi.

“This partnership is very exciting for both Dow Fiber Solutions and Alice Roi. We are thrilled to offer such a comprehensive and effective stretch solution, while still addressing the fashion needs of designers,” says Akiko Inui, Global Brand Marketing Manger of Dow Fiber Solutions. “Denim has become a wardrobe staple and with the combination of supreme durability, easy comfort and effortless style, we feel that we are approaching the denim market in a revolutionary way.”

Alice + Olivia, an American fashion house known for playful designs and sleek styles, incorporated XLA™ into its pants, jackets, and jumper dresses because of its superior shape retention and easy care benefits. In addition to Alice Roi and Alice + Olivia, famous European designers working with XLA™ will be featured at Premiere Vision this week and at the Paris Couture show in June.

To experience XLA™ and view these fashion collections at Premiere Vision, please visit the XLA™ booth: Hall 5 / Stand 5A10-5B9.

**Dow Fiber Solutions**, a business unit of The Dow Chemical Company, is dedicated to pioneering innovations for the global textile industry by matching proactive research and development expertise with the creative vision of retailers, designers, and manufacturers – to meet consumer needs. The business has established a customer base in Europe, Asia/Pacific, the United States and South America to produce fabrics made with XLA™ elastic fiber. XLA™ is one of many innovative products that underscore Dow’s strategy to strengthen its performance business portfolio by prioritizing marketing and application development activities that support high-value, end-use applications. For more information, visit [www.dowxla.com](http://www.dowxla.com).

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