DENIM ROYALTY KINGPINS AND DOW XLA™ HOST AN EXCLUSIVE NEW YORK CITY TRADE SHOW

New York, NY (July 2007)

Beginning July 11th through the 12th Olah Inc. with DOW XLA™ fiber presents the exclusive, invitation only Kingpins trade show, offering the latest in premium denim. The hip, downtown New York City location will provide cutting edge designers with up to the moment trends in textiles, finishes, and hardware.

DOW XLA™, the title sponsor of Kingpins has found common ground in the shared philosophy that denim has an expressive personality which can be elevated by unique washes and distinct hardware. Both parties are on a mission to address the denim market in a dynamic way, by finding new solutions and endless design possibilities.

“Our interest in continuing to evolve the denim market is the foundation of the XLA™/Kingpins partnership. Each season we both strive to bring our mills and designers the most refined products with the latest technology,” says Akiko Inui of Dow Fiber Solutions.

DOW XLA™ is the world’s first olefin-based stretch fiber. The elastic composition is the first of its kind to offer gentle, non-snap stretch and recovery, providing true freedom of movement. The benefits of DOW XLA™ include resistance to chemical harshness, high heat, and unparalleled shape retention, making it the perfect fit for the premium denim market.

Renowned denim designer, Adriano Goldschmied is among the first in the industry to work with next-generation XLA™ stretch fiber and will showcase a capsule collection in collaboration with Kurabo Japan and Olah at the show.
Denim Royalty Kingpins and Dow XLA™ host an exclusive New York City Trade Show

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“I am working closely with Brad Mowry at Olah Los Angeles and Kurabo on the new generation of XLA™ stretch in denim to release this summer - and feel it is a very important new fiber in jeans wear. I am excited to see the results and anxious to work with these products,” says Adriano Goldschmied.

Kingpins has successfully carved out a niche in the market that offers insights and inspirations in a way unlike that of any other trade show. Exhibitors display product in a boutique-like setting with finished garments and cozy seating areas. Following the show, guests are invited to party the night away with the hosts and fellow denim royalty.

“We feel the synergy between DOW XLA™ and Kingpins has proven to be a compliment to our overall business while enhancing our mills’ capability to continue to lead the textile industry with innovation and product integrity. We will continue to integrate ideas from XLA™ fiber, fashion’s finest design groups, and the world’s leading mills to plan and develop exciting new performance fabrications for the casual apparel and jeans wear industries,” says Brad Mowry of Olah.

Olah, Inc. is the exclusive agent in North America for Kurabo premium denim textiles. For more information about Olah, please visit www.olah.com.

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.

About Dow
Dow is a diversified chemical company that harnesses the power of innovation, science and technology to constantly improve what is essential to human progress. The Company offers a broad range of products and services to customers in more than 175 countries, helping them to provide everything from fresh water, food and pharmaceuticals to paints, packaging and personal care products. Built on a commitment to its principles of sustainability, Dow has annual sales of $49 billion and employs 43,000 people worldwide. References to “Dow” or the “Company” mean The Dow Chemical Company and its consolidated subsidiaries unless otherwise expressly noted. More information about Dow can be found at www.dow.com.