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**GEO SPECIALTY CHEMICALS, INC.
LAUNCHES NEW INTERACTIVE WEBSITE**

September 13, 2013, Ambler, Pa. – GEO Specialty Chemicals’ commitment to quality and customer care is now embodied in a new website, publicly launched today. “The company is committed to meeting requirements and exceeding expectations for quality, delivery and service each and every time,” says J. Michael Payne, Senior Vice President, Human Resources & Corporate Services. “This new website will help support our position of quality and improve international communication immensely in this global marketplace so critical to our success. GEO has a reputation as an industry leader, so it goes without saying that this will be a great aid in helping us grow in our relationships with our worldwide GEO customers.”

The theme of the website is *“Solutions. That is our specialty.”* The url address remains the same: www.geosc.com. It is organized by GEO divisions: Water Treatment Chemicals, Specialty & Construction, Paints & Coatings, and Consumer Additives. GEO’s website contains these feature benefits:

- Automatic translation into several languages
- Real-time content management system
- Stronger social presence
- Tracking ability and email platform for marketing
- Search engine optimization
- More attractive and pragmatic design
- Better navigation system
- Mobile optimization for Smartphones and Tablets

The company is committed to providing web information on a timely basis related to products, their prices, changes to selection and formula, new product sales and service, technical information, application support and related custom solutions.

“The status of preferred supplier in all our markets is proof of the company’s commitment to customer success,” adds Payne. The company’s 300 specialty chemicals are effective solutions for niche markets such as water treatment, wire and cable manufacturing, automotive and industrial coatings, construction, and oil and gas production. Its specialty additives improve the properties of concrete, gypsum wallboard, and plastics. These products also provide solutions in consumer markets such as pharmaceuticals, nutraceuticals, and contact lenses.

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