

FOR IMMEDIATE RELEASE:

FeedMagnet Powers Dow Solutionism Site, Curating Social Conversations About Innovation and Advancements

Austin, Texas - March 20, 2012 - The Dow Chemical Company recently launched a unique multi-media campaign centered on the concept of "Solutionism," with its central web component at dow.com/solutionism aggregating social media using FeedMagnet.

The landing destination for the campaign rewards viewers with streams of online conversation about topics where Dow is fueling innovation, discovery and solutions. Topics include gluten-free foods, green roofs, and wind power. The social content is pulled in from Twitter, YouTube, and Facebook using FeedMagnet's curation and display engine.

"FeedMagnet allows Dow to demonstrate industry leadership," CEO and Founder Jason Ford said. "By finding, filtering, and displaying social content from scientists, consumers, and the media, Dow amplifies the existing conversation about trends that impact our world and are made possible because of Dow. FeedMagnet makes it simple to find the best stories and filter signal from the noise."

Solutionism is one of several communication initiatives from Dow that will encourage active exploration of social content, ongoing industry dialogue and fluid integration of social media with other online content.

"Relevant content curation plays a powerful role alongside meaningful content creation in how we interact with our audiences," said Abby Klanecky, Director, Digital and Social Media for Dow. "Curating content in a dynamic, interactive format that inspires exploration and interaction – from both our scientists and other thought leaders -- is essential to keeping these conversations moving forward."

Link to Dow Solutionism site:

<http://dow.com/solutionism>

Suggested Keywords: Social Media, Display, Advertising, Curation, Aggregation, Marketing, Branding, Consumer, Visualizer, FeedMagnet, Solutionism

About FeedMagnet

FeedMagnet helps big brands use social content for marketing and promotion by providing a powerful aggregation and curation engine and beautiful display templates. Fortune 500 clients include Verizon, McDonald's, GE, and Sephora. For more information, visit www.feedmagnet.com.

About Dow

Dow (NYSE: DOW) combines the power of science and technology to passionately innovate what is essential to human progress. The Company connects chemistry and

innovation with the principles of sustainability to help address many of the world's most challenging problems such as the need for clean water, renewable energy generation and conservation, and increasing agricultural productivity. Dow's diversified industry-leading portfolio of specialty chemical, advanced materials, agrosociences and plastics businesses delivers a broad range of technology-based products and solutions to customers in approximately 160 countries and in high growth sectors such as electronics, water, energy, coatings and agriculture. In 2011, Dow had annual sales of \$60 billion and employed approximately 52,000 people worldwide. The Company's more than 5,000 products are manufactured at 197 sites in 36 countries across the globe. 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.

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