***News Release***

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**Contacts: Client: Agency:**

Christy Randolph Jeffry Caudill

 Marketing Associate President

 Michelman Gingerquill, Inc.

 (513) 794-4225 (513) 448-1140

 ChristyRandolph@Michelman.com jcaudill@Gingerquill.com

Michelman Launches New Website to Better Serve China-Based Customers

**CINCINNATI, OH (November 27, 2013)** – Michelman has launched a new Chinese language website at [www.michelman.com.cn](http://www.michelman.com.cn). The site is designed and written specifically for the company’s growing Chinese customer base, and supports Michelman’s burgeoning footprint in the Asia-Pacific region.

Visitors to the site will find Michelman’s capabilities broken out by industry, with product reference guides highlighting a selection of featured product solutions. Products included on the site represent the broad range of solution types Michelman offers to the China market. Visitors are encouraged to contact Michelman at its [Shanghai](http://www.michelman.com.cn/%E8%81%94%E7%B3%BB%E9%BA%A6%E5%8F%AF%E9%97%A8/) business center to discuss specific applications and solutions. Many of Michelman’s products are manufactured at its facility in Singapore and fall under the terms of the ASEAN-China Free Trade Agreement (ACFTA).

Also included on the site is information on Michelman’s China-specific technical support, and career opportunities, as well as international news originating from Michelman’s global headquarters in Cincinnati, Ohio, USA.

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**About Michelman**

Michelman is a global developer of water-based barrier and functional coatings for flexible film packaging, paperboard, and corrugated cartons; and water-based surface modifiers, additives and polymers for numerous industries including wood and floor care, industrial coatings, inks, fibers, composites, and construction products. Michelman serves its multinational and regional customers with production facilities in the U.S., Europe and Singapore, and a worldwide network of highly trained field technical support personnel.

Michelman Global Headquarters

9080 Shell Road

Cincinnati, OH 45236

1-800-333-1723 (US & Canada); (513) 793-7766 (Worldwide)

(513) 793-2504 (Fax)

[www.michelman.com](http://www.michelman.com)