

MEDIA RELEASE

SensoryEffects® Flavor Systems formed after acquisition of St. Louis food ingredient business and facility from Givaudan Flavours North America

ST LOUIS, MISSOURI (February 13, 2008) – The dairy flavor systems business of Givaudan Flavours North America, located in Bridgeton, Missouri, has been acquired by PCI Company of St. Louis, MO. The business is a premier manufacturer and supplier of innovative dairy flavor systems including bases and variegates utilized in the production of ice cream and novelty products as well as flavor systems for milk. Effective the date of closing, February 13, 2008, the business has been renamed SensoryEffects Flavor Systems.

“We welcome our new employees and the many valued customers they will continue to serve across North America”, said Charles A. Nicolais, President of PCI Company. SensoryEffects will retain all employees and will remain in Bridgeton, MO where production, R&D and customer support are located. SensoryEffects joins other PCI food ingredient business such as Diehl Food Ingredients, Diehl Organics, and SensoryEffects. Martha Burmaster, Vice President of Sales and Marketing for SensoryEffects commented, “We’re very excited about the opportunity the new ownership presents to our organization and look forward to offering our customers an enhanced product line and even higher level of service”.

This transaction reinforces PCI Company’s plan to build a specialty food ingredients business through target acquisitions and organic growth. “The SensoryEffects business is a great example of our objective to add complementary specialty food ingredients product lines and assets,” according to Charles Nicolais.

About SensoryEffects Flavor Systems

SensoryEffects Flavor Systems is a leading supplier of innovative flavor systems for frozen and fluid dairy products including flavors base powders, milk flavors, beverages bases, vitamins, and frozen dessert ingredients. Our performance in flavor systems and quality variegates enables us to develop solutions for high market appeal. Based in Bridgeton, MO where manufacturing, R&D and customer support are located, the business has expansive services for our customer to create differentiated products.

About PCI Company

Performance Chemicals & Ingredients Company, based in St. Louis, MO, was formed in 2006 to acquire and manage specialty chemical and food ingredient businesses. The principals of PCI Company are experienced in the chemical and food industries, and have an exclusive alliance with the private investment firm Highlander Partners, L.P. The combination of PCI Company and Highlander Partners brings market, operational and financial skills required to guide the future growth and development of its wholly-owned businesses. PCI Company invests in small to mid-size private companies and non-strategic business units of larger companies that possess capable management teams, fundamentally strong operations and leading technology platforms.

For more information on our company, please contact Darren Lane at Darren.Lane@PCI-Company.com.

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