



## **Yara and Colonial Chemicals Partner to Help Fleets Comply with Clean Air Act 2010 Standards**

***The world's largest Diesel Exhaust Fluid (DEF) producer and one of USA's most experienced DEF experts combine forces to focus on fleet emissions in advance of EPA mandate***

**December 1st, 2009 - Tampa, Florida** –Yara North America, Inc. a leading North American producer and distributor of Diesel Exhaust Fluid (DEF), signed Colonial Chemical Company, one of the nation's most experienced DEF experts, as agent of its Air1<sup>®</sup> brand. Together Yara and Colonial Chemical will work to sell Air1<sup>®</sup> and support Mansfield Oil Company and their DeliveryONE network of nationwide distributors to economically and efficiently sell and distribute Air1<sup>®</sup>, the world's number one brand of DEF, to all segments of the North American market.

*"Colonial Chemical Company is excited to team up with Yara to further develop and penetrate the DEF market across North America. We chose Yara and its Air1<sup>®</sup> brand because of the strength of its domestic production, its distribution approach through Mansfield's DeliveryONE, and its strong network of bulk haulers. To be part of the Air1<sup>®</sup> brand with its global recognition and scale guarantees supply and reliability. The power of their concept along with Colonial's expertise in handling, packaging and providing education to the market made our two teams the perfect fit,"* said Jim Spooner, Vice President and General Manager of Colonial Chemical.

*"With this deal, Yara has added a tremendous amount of knowledge, experience and front line sales for its Air1<sup>®</sup> brand development. This type of arrangement is going to help the North American market be prepared for the demand as we close in on January 1, 2010. I am extremely pleased to welcome the Colonial Chemical group as part of the Air1 team,"* said Chad Dombroski, Yara's Director of Air1<sup>®</sup>.

New truck engine manufactures will comply with the new emission standards impose by the EPA that will come into effect on January 1<sup>st</sup> 2010. Under the new regulations, most engine manufacturers have chosen the Selective Catalyst Reduction (SCR) system as the most efficient way to meet these standards. DEF the operating fluid for SCR is a non-toxic solution that transforms harmful NOx emissions from heavy-duty diesel-powered vehicles into harmless water vapor and nitrogen. According to engine manufacturers, SCR combined with DEF improves overall fuel economy by approximately 5% compared to competing technologies, and achieves Nitrogen Oxide (NO<sub>x</sub>) reductions in excess of 90%. Air1<sup>®</sup> is guaranteed to meet ISO 22241 guidelines and is Certified by the American Petroleum Institute (API).

### **About Yara International**

Yara International ASA is the world's leading chemical company that converts energy, natural minerals and nitrogen from the air into essential products for farmers and industrial customers. As the number one global supplier of mineral fertilizers, Yara helps provide food for a growing world population. Its industrial products portfolio includes environmental protection agents such as Air1<sup>®</sup> Diesel Exhaust Fluid (DEF) that prevent air pollution. Yara's Sluiskil plant in the Netherlands is the single biggest DEF production site in

the world. The Air1<sup>®</sup> brand for DEF has a strong market position in Europe and Australia. Yara's global workforce of 8000 employees represents the great diversity and knowledge that enables Yara to remain a leading performer in the industry.

For more information about Air1<sup>®</sup>, please visit [www.air1def.com](http://www.air1def.com)

**About Colonial Chemical Company**

Colonial Chemical Company, headquartered in Tabernacle, NJ, is a leading distributor of urea based SCR reagents for stationary diesel generators and coal fired power plants in addition to its position in the DEF market. Colonial Chemical is broad-based chemical producer and distributor offering lines of battery electrolytes, in-ground environmental remediation chemicals, ice melting compounds and has a full-range custom blending, and packaging capabilities as well as its urea activities. Colonial also has a national distribution business, Colonial Specialty Chemicals, which offers Specialty Chemical additives for the metal working, lubricants and bio-fuels markets.

For more information about Colonial Chemical Company, please visit [www.colonial-chemical.com](http://www.colonial-chemical.com)

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