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PRESS RELEASE

Toray Announces New Dual Cell Foam Product!

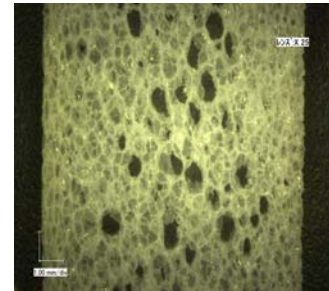
Dual Cell Foams are one of the latest innovations by the leading manufacturer in crosslinked olefin foams!

Front Royal, VA (August 24, 2009) - Toray, a leading manufacturer and development center for olefin foams over the past 40 years, introduces its latest innovation in foams, **Dual Cell!**

Toray's new **dual cell** foam is a high polyethylene content foam with the benefits of both open and closed cells. This **dual cell** foam eliminates the need for an additional film or any other additive, saving both time and money on your application.

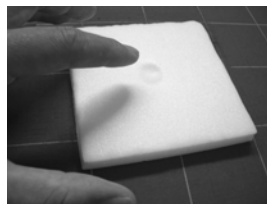
Typical Physical Properties

Foam Description	Thickness		Density		Compression Strength @ 25%	
	JIS K6767		JIS K6767		Toray Method	
	grade	mm	in	kg/m3	lb/ft3	kPa
Typical Toray Foam	8	0.31	25	1.6	30	4.35
Dual Cell Foam	10	0.39	19	1.2	8	1.16



Dual Open and Closed Cell Foam

Toray's **dual cell** foam is ideal for applications requiring enhanced flexibility, chemical and water resistance, shock and energy absorbent, superior compression recovery and offers a superior soft- touch and is very lightweight.



These new **dual cell** foams are designed within an expansion range of 40 to 50 times, thickness range from 8 to 10 millimeters (0.31 to .39 inches) and width range of 850 to 1200 millimeters (33 to 47 inches).

For more information about Toray Plastics (America), Inc.'s entire line of dual cell foams, contact Jodie Knight, Marketing Team Leader at jodie_knight@toraytpa.com.

Toray Plastics (America), Inc. is a leading manufacturer of crosslinked olefin foams. The Toraypef® brand leads the market in olefin foam products for the automotive, tape and flooring industries. The company is a subsidiary of Toray Industries, Inc., the world leader in synthetic fibers and textiles, carbon fibers, plastics, chemicals, pharmaceuticals and high performance films. Annual sales exceed \$13billion, USD. Visit the Toray Plastics (America), Inc. web site at www.torayfoam.com