

## **SDCmaterials, Inc. Appoints William Staron as Executive Chairman**

*Industry Veteran Reinforces SDC's Auto Catalyst Commercialization Ramp*

**TEMPE, AZ: – September 23, 2014:** SDCmaterials, Inc. is pleased to announce the appointment of William Staron as Executive Chairman, effective as of today. Mr. Staron has been working with SDCmaterials in a senior consulting capacity and this announcement reflects his significant contributions to the company to-date. As Executive Chairman, Mr. Staron will work closely with CEO Maximilian Biberger to drive the company's strategy and commercialization.

Mr. Staron's career has spanned 42 years on the supply side primarily to the automotive industry including 17 years with Engelhard (acquired by BASF), where he led the Environmental Catalysts, Specialty Minerals & Colors, and the Chemical Catalysts Groups. In 2003, he joined Umicore as the Senior Vice-President for Automotive Catalysts in North America. In 2007, he was appointed Senior Vice-President for the Global Research & Technology for the Automotive Catalysts Division. In October 2008 he became the Head of the Catalysts Business Unit and a member of the Executive Committee. He retired from Umicore at the end of 2012.

"With over 25 years of experience in the catalyst industry, Bill brings a balance of expertise and vision to push forward SDC's advanced catalyst commercialization activities," said SDCmaterials CEO Maximilian Biberger.

"SDC has enabling technology that is truly game changing for both automotive catalysts and other markets where innovation is required to drive increased performance. I look forward to working with the company in developing SDC into a major supplier of high quality advanced materials", said Mr. Staron.

**About SDCmaterials, Inc.**

SDCmaterials develops and commercializes high value advanced catalyst products based on their novel materials fabrication and integration platform. The company was founded in 2004 with its headquarters and R&D center in Tempe, Arizona, USA and production facilities in Schwarzheide, Germany.

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