



News

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FOR IMMEDIATE RELEASE

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Solutia Unveils Expanded Brand Portfolio at SEMA Show

ST. LOUIS, November 2, 2010 — Solutia Inc. (NYSE: SOA), the world's leading producer of automotive, residential, and commercial window films, is proud to present its expanded suite of professionally installed brands for the global market — including the newly added super-premium V-KOOL[®] window film brand whose technology was voted as one of the top 100 inventions of the millennium by Popular Science magazine for its energy savings capability — at the SEMA show in Las Vegas from November 2 through November 5, 2010. (Booth #11811).

Solutia's expanded portfolio of window film, which includes LLumar[®], V-KOOL, Hüper Optik[®], and FormulaOne High Performance Auto Tint[®], is designed to fit the needs of a broader range of customers than ever before. The company's recent acquisition of Novomatrix, a cutting-edge marketer of super-premium brands, has added even more high-performance brands to Solutia's market-leading lineup, including its best-selling LLumar brand window film.

[V-KOOL](#) window film is the world's premier brand in technological excellence, environmental stewardship, and unparalleled customer experience. Originally developed for U.S. aerospace and military use, and later adapted for commercial use, V-KOOL window film is the world's first spectrally selective, clear window coating that helps protect against the sun's heat and radiation.

[Hüper Optik](#) window film, originator of Meister Keramische Technologie, embodies qualities of extreme durability, signal-enabling and superior heat rejection performance suitable for auto, architectural and marine applications.

[FormulaOne High Performance Auto Tint](#) is a dynamic, growing brand of professionally installed premium automotive films available to an elite dealer base in the United States and Canada.

[LLumar](#) is the world's best-selling brand of window films, with a complete line of automotive window tint; commercial and residential architectural window films, safety/security, anti-graffiti, decorative films, and paint protection films. Professionally installed through our unparalleled global dealer network, LLumar high performance films greatly enhance the look, functionality, comfort, and energy efficiency of glass.

“With the changing world and rapid growth in economies of the emerging markets, Solutia’s comprehensive suite of window film brands provides custom solutions to meet the growing demands of customers around the world,” said Sal Abbate, vice president of global sales and marketing for Solutia’s Performance Films division.

Solutia will host an Open House for entrepreneurs interested in joining the V-KOOL window film technological revolution as an authorized dealer. The seminar will be held on Thursday, Nov. 4 at the Encore at Wynn Las Vegas. RSVP required at 1-888-833-3169 or info-me@v-kool.com.

In addition, Solutia will be providing real-time coverage of the SEMA show via Twitter and Facebook. Follow along at www.twitter.com/autotintnews and www.facebook.com/LLumarWindowFilm.

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Forward Looking Statements

This press release may contain forward-looking statements, which can be identified by the use of words such as "believes," "expects," "may," "will," "intends," "plans," "estimates" or "anticipates," or other comparable terminology, or by discussions of strategy, plans or intentions. These statements are based on management's current expectations and assumptions about the industries in which Solutia operates. Forward-looking statements are not guarantees of future performance and are subject to significant risks and uncertainties that may cause actual results or achievements to be materially different from the future results or achievements expressed or implied by the forward-looking statements. These risks and uncertainties include, but are not limited to, those risk and uncertainties described in Solutia's most recent Annual Report on Form 10-K, including under "Cautionary Statement About Forward Looking Statements" and "Risk Factors", and Solutia's quarterly reports on Form 10-Q. These reports can be accessed through the "Investors" section of Solutia's website at www.solutia.com. Solutia disclaims any intent or obligation to update or revise any forward-looking statements in response to new information, unforeseen events, changed circumstances or any other occurrence.

Performance Films Profile

Performance Films is the world's leading producer of high-quality, aftermarket window films and a leading supplier of high-value precision-coated film and film components sold to a variety of businesses. The business manufactures films that provide comfort, aesthetics, energy savings, and added safety and security when applied to glass.

Corporate Profile

Solutia is a market-leading performance materials and specialty chemicals company. The company focuses on providing solutions for a better life through a range of products, including: Saflex® polyvinyl butyral

interlayers for glass lamination and for photovoltaic module encapsulation and Vistasolar® ethylene vinyl acetate films for photovoltaic module encapsulation; LLumar®, Vista™, EnerLogic™, FormulaOne High Performance Auto Tint®, Gila®, V-KOOL®, Hüper Optik®, IQue™, Sun-X™ and Nanolux™ aftermarket performance films for automotive and architectural applications; Flexvue™ advanced film component solutions for solar and electronic technologies; and technical specialties products including Crystex® insoluble sulfur, Santoflex® PPD antidegradants, Therminol® heat transfer fluids and Skydrol® aviation hydraulic fluids. Solutia's businesses are world leaders in each of their market segments. With its headquarters in St. Louis, Missouri, USA, the company operates globally with approximately 3,400 employees in more than 50 worldwide locations. More information is available at www.Solutia.com.

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