For Your Information

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CELANESE NEWS RELEASE

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FOR IMMEDIATE RELEASE

NEW YORK--Celanese Corporation today announced a three-point expansion plan for the development of its Cytrel range of smoking products in the United Kingdom:

-- Five-year Cytrel products supply contracts with two leading British cigarette manufacturers, Carreras Rothmans Ltd. and Gallaher Ltd.

-- A joint $6 million smoking product research and development program in the United Kingdom shared equally by Celanese, Carreras Rothmans and Gallaher, based on the expected guidelines of the British Government's Hunter Committee.

-- Construction of a facility to manufacture commercial quantities of the products.

The new Cytrel production unit will be located in the United States at a site to be named later. The plant, expected to be completed and in operation by 1975, will be brought on stream at an initial rated capacity of nine million pounds of Cytrel products annually. Production will be stepped up as required, to accommodate market demand.

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The planned start-up capacity is considered more than sufficient to fulfill the Corporation's IMMEDIATE need for Carreras Rothmans and Gallaher. They are two of a number of cigarette companies involved with Celanese over the past six years in efforts to develop blended cigarettes of Cytrel products and tobacco.

John Offerdahl, marketing director for Cytrel products, said: "Although plant construction and customer commitments obviously represent major strides towards inclusion of a Cytrel product into commercial quantities of cigarettes, it is not envisaged that this will occur prior to 1976."

He said that in the United Kingdom, the Hunter Committee, set up by the British Government to advise on the scientific aspects of matters relating to smoking and health, had received and will continue to receive reports on the Cytrel products, "and, obviously, we and our customers must follow the Committee's guidelines as a prerequisite to completing our marketing plans and timing. In the meantime, we are continuing our product development program at a high level of activity."

In this regard, Mr. Offerdahl said that the joint $6 million smoking product evaluation and testing program would be shared equally by Celanese, Carreras Rothmans and Gallaher.

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The main object of this effort will be to obtain the additional scientific data on Cytrel products and Cytrel blended cigarettes to satisfy the Hunter Committee guidelines.

When Celanese announced the Cytrel products project in London recently, Mr. Offerdahl said that these products are regarded as a first generation of tobacco supplements which are designed to lower the tar and nicotine yield of cigarettes. Comprising a cellulose base, they can be produced in a number of shades, including those similar to natural tobacco.

He said that the program of research and development over the past 16 years had involved an investment in excess of $12 million. It included 10 years of biological and chemical testing, the setting up of a pilot-manufacturing plant in Charlotte, North Carolina, and continuing close contact with cigarette manufacturers in different parts of the world.

Mr. Offerdahl said that the Cytrel product contains no nicotine. It had approximately one-third to one-seventh the average tar level of tobacco in leading cigarettes, and when blended with tobacco, proportionate reductions can be expected. Its use adds nothing new to the smoke, by itself or in a combination with a blend of tobaccos.

"Cigarettes containing up to 40 per cent of the Cytrel product had undergone consumer testing in the United States during 1973. About 1,000 smokers were invloved in the tests, and the results showed that more than 72 per cent preferred

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the Cytrel version to cigarettes containing 100 per cent tobacco and at the same time, not one single person who was approached showed any hesitation about smoking a cigarette containing a man-made ingredient," he said.

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