Qorus™ Sweetener System Provides Authentic Taste to Brau Beviale

Balanced sweetness and flavor offered to beverage makers

DALLAS and SULZBACH, GERMANY (November 10, 2014) – Celanese Corporation (NYSE: CE), a global technology and specialty materials company, will be showcasing its food ingredients product portfolio during Brau Beviale 2014 in Nuremberg, Germany, November 11-13.

“Celanese will be presenting its innovative Qorus™ Sweetener System to leaders in the beverage industry at the biannual Brau Beviale,” said Sam Smaldone, Qorus™ director, EMEA region. “Our consumer market research uncovered a gap in the taste of a full-sugar version of a beverage versus that of its low- or no-calorie counterpart. With Qorus, we assist the product formulator in achieving their authentic taste so they can turn consumer desires into reality.”

The Qorus™ Sweetener System is designed for use with many end-use applications including carbonated beverages, non-carbonated beverages, flavored waters, energy drinks, alcoholic cocktails, juice-based drinks, dairy and more. The Qorus™ Dolce 1000 Series enables a 30 to 70 percent sugar reduction, while the Qorus™ Dolce 2000 Series enables a 50 to 100 percent sugar replacement.

“Qorus™ is a system that balances the flavors in a product, reducing the aftertaste of traditional sweeteners, and allows companies to bring products to market faster,” said Smaldone.

Celanese will be offering attendees of Brau Beviale a taste of Qorus™ through a variety of beverages all sweetened with the innovative sweetener system. Additionally, Celanese will be discussing its Sunett® brand of acesulfame potassium (Ace-K) sweetener. “Celanese was the inventor of Ace-K and pioneered the idea of synergistic sweeteners. Sunett is still seen as the Western flagship brand of this all-important sweetener,” said Smaldone. “In addition, Celanese will offer its potassium sorbate and sorbic acid preservatives for use in foods and beverages.”
News Release

Technical, marketing and sales teams will be available at the Celanese booth (#1-109) at Brau Beviale to discuss their food ingredients portfolio. To set up a meeting at the expo, please contact Celanese at Qorus@celanese.com, or to learn more visit www.qorus.celanese.com.

About Celanese

Celanese Corporation is a global technology leader in the production of differentiated chemistry solutions and specialty materials used in most major industries and consumer applications. With sales almost equally divided between North America, Europe and Asia, the company uses the full breadth of its global chemistry, technology and business expertise to create value for customers and the corporation. Celanese partners with customers to solve their most critical needs while making a positive impact on its communities and the world. Based in Dallas, Texas, Celanese employs approximately 7,400 employees worldwide and had 2013 net sales of $6.5 billion. For more information about Celanese Corporation and its product offerings, visit www.celanese.com or our blog at www.celaneseblog.com.

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Forward-Looking Statements

This release may contain "forward-looking statements," which include information concerning the company’s plans, products, objectives, goals, strategies, future revenues or performance, capital expenditures, and other information that is not historical information. When used in this release, the words "expects," "anticipates," "projects," "plans," "intends," "believes," "may," "can," "could," "would," "might," "will" and variations of such words or similar expressions are intended to identify forward-looking statements. All forward-looking statements are based upon current expectations and beliefs and various assumptions. There can be no assurance that the company or its customers will realize these benefits or that these beliefs will prove correct. There are a number of risks and uncertainties that could cause actual results to differ materially from the results expressed or implied in the forward-looking statements contained in this release. These risks and uncertainties include, among other things: changes in general economic, business, political and regulatory conditions; changes in the price and availability of raw materials; the introduction of competing products by other companies; market acceptance of our products; changes in the degree of intellectual property and other legal protection afforded to our products and processes; the impact of technological developments and competition; adoption of new or different industry or regulatory standards; unanticipated operational or commercial difficulties, including failure of facilities or processes or products to be designed or constructed, or to operate, in accordance with specifications or expectations; the ability to achieve and maintain plant utilization; ability of third parties, including our commercial partners, suppliers or others, to comply with their commitments to us; increased costs under existing or future environmental regulations, including those relating to climate change; potential liability resulting from pending or future litigation, or from changes in the laws, regulations or policies of governments or other governmental activities in the countries in which we operate; and various other factors discussed from time to time in the company’s filings with the Securities and Exchange Commission. Any forward-looking statement speaks only as of the date on which it is made, and the company undertakes no obligation to update any forward-looking statements to reflect events or circumstances after the date on which it is made or to reflect the occurrence of anticipated or unanticipated events or circumstances.