News Release

Celanese Welcomes Customers in Turkey

New Istanbul sales center to support customer growth in greater European region

DALLAS and ISTANBUL, TURKEY (Dec. 8, 2014) Celanese Corporation (NYSE: CE), a global technology and specialty materials company, today announced the opening of a new sales center in Istanbul, Turkey, to support customer growth of the company’s intermediate chemistry, engineered materials and emulsion polymers portfolio in Turkey and the greater European region.

“As a leading global supplier of specialty chemicals, high-performance engineering polymers and emulsion polymers products designed to drive growth and innovation across all industries, Celanese will focus the full power of our development support services, advanced products and deep technical knowledge on the success of our customers in Turkey and in the region,” said Todd Elliott, vice president and general manager, Global Sales for Celanese.

The Celanese sales center in Istanbul will serve industries such as automotive, appliance, and medical devices, as well as industrial segments including paints, coatings and adhesives. A team of talented Celanese representatives will support customers in the region who are accelerating global product innovations within these key industries.

“This region is an important growth market and a focus for Celanese. For example, Turkey is one of the largest major appliance producers in the greater EMEA region and second largest worldwide,” said Maria Ciliberti, vice president, European Sales for Celanese. “The Celanese sales team based in Istanbul will represent our company’s full product portfolio and technical expertise across all business lines to help drive our commitment to be the first-choice chemistry solution source for our customers.”

To celebrate the opening of the new sales center in Istanbul, Celanese is hosting an “Automotive Technology Day” with customers in the region to highlight recent trends in automotive polymers for appearance, lightweighting, fibers, fluid management, and more. The event will take place on Wednesday, Dec. 10 at 10:00 a.m. local time at the Divan Otel – Bursa.

For sales requests or general Celanese company information, please contact the Celanese Turkey Sales office at salesofficeturkey@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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Celanese Contacts:

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<tr>
<th>Investor Relations</th>
<th>Media Relations – Global</th>
<th>Media Relations Asia (Shanghai)</th>
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</thead>
<tbody>
<tr>
<td>Jon Puckett</td>
<td>W. Travis Jacobsen</td>
<td>Phoebe Li</td>
<td>Jens Kurth</td>
</tr>
<tr>
<td>+1 972 443 4965</td>
<td>+1 972 443 3750</td>
<td>+86(21)3861 9210</td>
<td>+49(0)69 45009 1574</td>
</tr>
<tr>
<td><a href="mailto:jjon.puckett@celanese.com">jjon.puckett@celanese.com</a></td>
<td><a href="mailto:william.jacobsen@celanese.com">william.jacobsen@celanese.com</a></td>
<td><a href="mailto:Phoebe.li@celanese.com.cn">Phoebe.li@celanese.com.cn</a></td>
<td><a href="mailto:j.kurth@celanese.com">j.kurth@celanese.com</a></td>
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Forward-Looking Statements
This release may contain "forward-looking statements," which include information concerning the company's plans, objectives, goals, strategies, future revenues or performance, and other information that is not historical information. When used in this release, the words "outlook," "forecast," "estimates," "expects," "anticipates," "projects," "intends," "believes," "may," "can," "could," "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 will realize these expectations 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 ability to improve productivity by implementing technological improvements; increased price competition and the introduction of competing products by other companies; market acceptance of our technology; the ability to obtain governmental approvals and to construct facilities on terms and schedules acceptable to the company; unavailability of required materials and equipment; unanticipated operational or commercial difficulties, including failure of facilities or processes 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; the cost or availability of capital necessary to fund plant construction; changes in the degree of intellectual property and other legal protection afforded to our products or technology, or the theft of such intellectual property; compliance and other costs and potential disruption or interruption of production or operations due to accidents, cyber security incidents, terrorism or political unrest or other unforeseen events or delays in construction or operation of facilities, including the occurrence of acts of war or terrorist incidents or as a result of weather or natural disasters; potential liability for remedial actions and 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; changes in currency exchange rates and interest rates; 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.