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Celanese Offers Clarity to Glass Industry with Clarifoil®
High-Performance Anti-fog Film

Anti-fog film product demonstrations daily at Glasstec 2014

DALLAS and SULZBACH, Germany (October 17, 2014) – Celanese Corporation (NYSE: CE), a global technology and specialty materials company, today at Glasstec 2014 in Dusseldorf, Germany, announced the launch of its Clarifoil® Anti-fog Film for use in architectural, commercial and high-end optical applications.

“The world-renowned Glasstec trade fair is an ideal location to launch our Clarifoil® Anti-fog Film which offers exceptional clarity to glass and mirrored surfaces in both extreme cold and high-humidity environments,” said Lou Purvis, vice president and general manager of the cellulose derivatives business of Celanese. “Attendees will quickly realize that this high performance film offers excellent fog resistance, superior clarity and durability.”

Clarifoil Anti-fog Film can be utilized in a wide array of end uses including:
- architectural applications such as greenhouses, pool enclosures and skylights;
- commercial applications such as freezer doors and hotel bathroom mirrors; and
- optical applications such as visors and goggles.

How it works
Clarifoil Anti-fog Film is a solid layer of cellulose diacetate film paired with a remarkably clear adhesive. Resistance to fogging is inherent in the cellulose diacetate material whereby moisture can pass into the film, where it can then dissipate; the result is the longer-lasting anti-fog effect. Most other anti-fog films offer only a coated surface, and once it washes, wears or scratches away, the anti-fog properties are gone.

Clarifoil film also offers resistance to most standard window cleaners and will not be degraded by ultraviolet rays. In addition, the film is easy to apply with the correct tools.

Seeing is believing
Celanese invites attendees to see the fog resistance properties of this high performance film during demonstrations on a mirror and on a freezer door. “Once people view the overall clarity of the film and its fog-resistance properties first hand, the product nearly sells itself,” said Purvis.

Glasstec is held October 21-24 in Dusseldorf, Germany, and Celanese will have technical, sales and marketing representatives in Hall 13 at booth 13B71-5 demonstrating Clarifoil Anti-fog Film and answering questions from interested attendees. Learn more at www.celanese.com/antifog
News Release

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.