

Israel Chemicals Ltd. (ICL) management has decided to organize its activities into 4 segments, according to specific products. This segmentation is in line with ICL's business strategy to enhance the synergy in its activities and to improve service and added value to its customers through its products and services.

Following this restructuring, Dead Sea Bromine Group (DSBG) has expanded its activities to include Magnesia products (Dead Sea Periclase Ltd) and Chlorinated salts in its product portfolio. This change is reflected in its new name.

ICL-Industrial Products (ICL-IP).

The new name and the related change in logo will appear in all our official documents, such as invoices, letterheads, MSDS's, product data sheets as well as packaging.

All our production companies –Dead Sea Bromine Company (including Periclase), Bromine Compounds Ltd., Broomchemie B.V., Clearon Corp. and IMI (Palident) - as well as our marketing and sales offices worldwide will continue to operate and trade under their existing names as in the past to fulfill all their commercial and legal commitments to all parties.

The changeover to the new name and logo will be implemented gradually in our official documents, therefore all existing documents with the old DSBG logo are still valid.

We will continue to offer our customers the highest level of products, services and we look forward to a continued good relationship.