

General Chemical Selects Industrial Evolution's Web*VMI™ to Manage Inventory at Customer Site

First Deployment is for Simpson Paper Company

PHOENIX, ARIZONA, June 22, 2007 — Industrial Evolution today announced that it has been awarded a contract by General Chemical Performance Products, Inc. ("General Chemical") to service its strategic customer Simpson Paper Co. in Tacoma, WA. Included in the contract is the supply and installation of level monitoring equipment to provide a data feed from tanks located at Simpson Paper's mill that contain General Chemical product. Web*VMI will present the data in real-time to General Chemical, where, through access to key data management tools, they will be able to ensure just-in-time delivery of raw material to the mill to keep it running at all times.

"As well as helping Simpson Paper by guaranteeing raw material availability, Web*VMI has added benefits to General Chemical by enabling them to optimize logistics and drive down delivery costs," commented Gene Sullivan, Director of Inventory Management at Industrial Evolution, "A true win-win."

VMI is a business model adopted by the world's leading chemical companies whereby suppliers manage the inventory of product at their customers' facilities. Web*VMI is Industrial Evolution's industry-leading web-based solution providing real-time inventory visibility and information to both supplier and customer.

"Like many of chemical producers, General Chemical is constantly working to improve customer service levels," added Simon Wright, CEO of Industrial Evolution. "We are very happy to be working with such an enlightened company and to be providing our Web*VMI service. General Chemical joins hundreds of our other customers who are gaining the benefits of Web*VMI on thousands of tanks throughout North America and Europe."

For more information contact your local Industrial Evolution representative.

About Industrial Evolution

Industrial Evolution specializes in Data Services that capture, store, transform, exchange and present real-time process data. Large process companies are increasingly forming collaborative partnerships with their suppliers, customers and even competitors, focused on improvement in operating performance, reduction of inventory, increase in supply chain efficiency and optimization of logistics. Our service are tailored to the non-operating partner's need for real-time data from an operation in which it has an economic interest

Industrial Evolution is headquartered in Phoenix, Arizona, and also has operations in Edmonton, Alberta Canada. Additional information is available on the Internet at www.industrialevolution.com or call Simon Wright on +1 (602) 867-0416.

About General Chemical

General Chemical is a wholly-owned subsidiary of GenTek Inc., a technology-driven manufacturer of performance chemicals & automotive and industrial components. A global leader in a number of markets, GenTek provides performance chemicals for environmental, pharmaceutical and personal care, precision automotive valve-train components, technology and chemical-processing markets. Additional information about the company is available on GenTek's Web site at www.gentek-global.com.