

News Release



BASF Canada Signs Agreement with the Holmes Group

Mike Holmes to promote BASF WALLTITE® Spray Polyurethane Foam as the insulation of choice

MISSISSAUGA, ON, April 25, 2008 – Today, BASF Canada is pleased to announce that it has entered into an agreement with Mike Holmes, Canada's most trusted contractor. For several years, Mike Holmes has promoted BASF's spray polyurethane insulation, WALLTITE as the insulation of choice for homebuilders, contractors, and homeowners across Canada. The insulation will now carry the "Holmes Mark" to identify it as a Mike Holmes approved product. Mike Holmes has chosen BASF WALLTITE for its overall product performance and effectiveness in improving the comfort and energy efficiency of residential construction. According to Mike Holmes, WALLTITE is "ideal for creating a complete thermal break and controlling moisture, air movement and mould. WALLTITE should be minimum code."

Kerry Bowman, Business Director for the Polyurethanes Systems at BASF Canada, stated he is "pleased to be working with Mike Holmes for his integrity in building practices and product selection. BASF has appreciated the support that Mike has provided to WALLTITE over the past years."

Mike Holmes is a contractor with over 20 years of professional experience, with a passion to Make it Right™, the first time.

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Since *Holmes on Homes*™ began airing in March 2003, Mike has caught the attention of an industry in need of change and captured the hearts of an admiring public. Now, in its seventh season on HGTV Canada, *Holmes on Homes*™ also airs in the United States on Discovery Home Network, in New Zealand, Australia, the United Kingdom, Germany and South Africa.

BASF Canada's product offerings include the new generation of WALLTITE® spray polyurethane foam insulation which is the result of BASF's research & development efforts guided through its Eco-Efficiency Analysis life cycle analysis tool. In addition to the high insulating value and effective air barrier performance, this new line of insulating materials will feature zero ozone depleting substances and contain both recycled and renewable materials.

BASF - The Chemical Company. We don't make a lot of the products you buy. We make a lot of the products you buy better.®

BASF Canada is an affiliate of BASF Corporation. BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 15,000 employees in North America, and had sales of approximately \$16.4 billion in 2007. For more information about BASF's North American operations, or to sign up to receive news releases by e-mail, visit www.basf.com/usa. To find out more about BASF's activities in Canada visit www.basf.ca.

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from oil and gas to chemicals, plastics, performance products, agricultural products and fine chemicals. As a reliable partner, BASF helps its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges, such as climate protection, energy efficiency, nutrition and mobility. BASF has more than 95,000 employees and posted sales of almost €58 billion in 2007. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com.

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