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GENENCOR LAUNCHES THE INDISTAR™ COLORADJUST SYSTEM, A NEW LACCASE AND MEDIATOR COMBINATION FOR DENIM CLEAN-UP AND BLEACHING

ROCHESTER, NY, USA, July 23, 2007 Genencor today launched a new product line for the Denim Finishing market. IndiStar™ ColorAdjust system will be rolled out first in Europe, with global availability after three months. The IndiStar™ ColorAdjust System consists of two components: IndiStar™ Active, a laccase enzyme and IndiStar™ Control, a denim bleaching mediator chemical. The IndiStar™ ColorAdjust System offers denim processors the possibility to create new looks for denim, whether the fashion demand is for increased contrast look, or highly bleached, worn vintage looks. The Genencor products are also gentle on elastin-incorporated garments. The IndiStar™ ColorAdjust system allows Textile Chemical Formulators to develop formulations, which can be used for a variety of denim treatment processes to satisfy the demand for these fashion looks.

The IndiStar™ ColorAdjust system consists of a highly active enzyme granule, IndiStar™ Active, and a chemical mediator IndiStar™ Control. These components can be formulated into value added products to satisfy the needs of denim processors. The IndiStar™ Active enzyme granules are manufactured with the proprietary Enzoguard™ granulation process developed by Genencor, which protects the enzyme from inactivation caused by exposure to oxygen and humidity. The IndiStar™ Control mediator molecule is a stable organic chemical which is not susceptible to degradation under normal storage conditions.

IndiStar™ products can be used in a variety of conditions giving flexibility to choose the parameters most suitable for the needs of denim processors. "With this new product line, Genencor is extending its product portfolio for denim treatment from the traditional stonewashing cellulase products to offering an environmentally friendly solution for replacement of harsh chemicals such as chlorine and permanganate", says John Gell, Vice President Textiles and Industrial Specialties at Genencor. "This development will help consumers to make sustainable choices in order to protect our environment".

As a leading biotechnology company, Genencor offers value-added solutions for a wide variety of textile processing applications, such as biofinishing, denim processing, desizing and peroxide elimination. To find out more about the IndiStar™ ColorAdjust system, please visit the new website at www.genencor.com or contact your Genencor representative.

About Genencor

Genencor, a division of Danisco A/S, is a leader in the industrial biotechnology sector. In more than 40 countries, Genencor's 1,500 employees develop and market innovative enzymes and biobased solutions to improve the performance and reduce the environmental impact of a wide variety of industries, from laundry detergents to transportation fuels. Genencor also develops and produces enzymes for the food, beverage and animal nutrition industries, which are sold under the Danisco brand. In partnership with our customers, technology leaders and other stakeholders, Genencor's cutting-edge biotech platform provides competitive and sustainable solutions to the world, positioning Genencor as one of the leaders in the emerging biobased economy.

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