

Direct Marketing Network Builds Award-Winning Web Site for Kraton Polymers

World-class Web site consolidates marketing and technical product information. Flash animation delivers compelling brand story.

HOUSTON, TX – September 25, 2006. Direct Marketing Network (DMN), a Houston-based full service marketing agency, recently launched a comprehensive web site for performance polymer industry leader, Kraton Polymers, LLC.

The Web Marketing Association WebAwards has selected Kraton.com for its 2006 Standard of Excellence Award in the manufacturing category, giving it above average marks for design, innovation, content and interactivity.

The web project was commissioned to launch the Kraton strategic brand-repositioning theme, “Giving Innovators Their Edge.” The new Kraton.com consolidates more than 500 pages of existing web content and provides easy access to marketing, technical, distribution and end-use documents used primarily by chemical engineers and inventors.

DMN created powerful web interface tools to enable users to quickly find, sort and download chemical attributes and product specifications. The Product Selector locates exact chemical profiles and generates custom PDF downloads. The Document Center accesses multi-language PDF files on more than 1,000 products.

Site planners divided the massive project into distinct phases and timelines: Discovery, Site Map, Wire Frame, Content, Design and Construction. Kraton chose the Bravo Zulu content management system, SAM™ for the hosting technology, a system that greatly reduces the overhead costs of creating and maintaining web pages.

Eli Ben-Shoshan, vice president of business development, led the Kraton team. The DMN production team included Paul Roland, project director, Charles Eldred, creative director, Sandy Calhoun, copywriter and Terry Klumpp, Flash animation artist.

“DMN assembled a great team of experts for this project,” Ben-Shoshan stated. “They took the time to understand the scope and importance of our new brand direction, paid close attention to our needs and created a comprehensive plan to expedite this highly complex project. DMN went above the call of duty to deliver a great web site – on time and on budget.”

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About Direct Marketing Network

Direct Marketing Network (DMN) is a strategic direct marketing agency that connects businesses to their customers using intelligent planning and proven marketing methods. The agency comprises a seasoned team of marketing, creative and technology experts, and is a nationally recognized resource for direct marketing best practices. DMN creates integrated

online/offline strategies that deliver results for its clients, on time and on budget. Founded in 1992, DMN is a trusted partner for these client industries: banking, retail, education, energy, financial services, healthcare, industrial products and services, insurance, real estate and technology/software. For more information, please visit: www.directmarketingnet.com.

About Kraton

Kraton is a leading global performance polymer company and is the world's largest producer of styrenic block copolymers (SBCs), a family of products whose chemistry was pioneered by us over forty years ago. SBCs are highly-engineered thermoplastic elastomers, which enhance the performance of numerous products by delivering a variety of attributes, including greater flexibility, resilience, strength, durability and processability. Kraton polymers are used in a wide range of applications including adhesives, coatings, consumer and personal care products, sealants, lubricants, medical, packaging, automotive, paving, roofing, and footwear products. Kraton has the leading position in nearly all of its core markets and is the only producer of SBCs with global manufacturing capability. Its production facilities are located in the United States, The Netherlands, Germany, France, Brazil, and Japan.

Kraton, the Kraton logo and design, and "Giving Innovators their Edge" tagline are trademarks of Kraton Polymers LLC.