

For Immediate Release:

BREAKING NEWS AT INK JET INKS 2005

**Johnson Polymer/Codaco to Announce New Ink Jet Drying
Technology in Rochester, New York on May 16**

Ojai, California, April 20, 2005 – On May 16, 2005, during the Networking Session at The Tiara Group's *Ink Jet Inks 2005* Seminar, Codaco President Michael A. Dalton plans to announce a major breakthrough in ink jet printer technology.

Under development for the past two years, this advance offers a solution to the problem of drying high image coverage, water-based ink jet prints at speeds far above the current 15 to 20 page per minute (ppm) ceiling. The new technology could change the manner in which color prints are made on desktop and networked office printers.

Dalton, Global Business Director for Johnson Polymer and President of Codaco, an associated company, told The Tiara Group, "We cannot make a complete public disclosure at present, however, with patent applications filed, we are in a position to launch confidential discussions with the major original equipment makers (OEMs) about incorporating this new art into consumer, business, and commercial printers."

Johnson Polymer LLC, a member of the SC Johnson family of companies, is the leading global supplier of water-based acrylic polymers for industrial printing and packaging, coatings and plastics markets.

SC Johnson is one of the nation's largest family-owned consumer products companies. Founded 119 years ago, it spans five generations of Johnson family ownership employs 12,000 people, and provides products in more than 110 countries around the world.

Dalton joins an impressive list of Speakers at *Ink Jet Inks 2005*, an Imaging Materials Seminar® to be held at the Hyatt Regency Rochester Hotel in Rochester, New York, May 15-17, 2005.

Art Diamond, Chairman of The Tiara Group, LLC says, "This year's powerful, cutting edge program (watch it grow by visiting www.thetiaragroup.com) will once again bring together the world's leading ink jet ink and printer manufacturers, suppliers of pigments, dyes, solvents and additives. Also in attendance will be producers of grinding and filtering equipment, particle size analyzers, accelerated aging test chambers, as well as ink dealers and distributors."

More...

According to Art Diamond, "For 22 years our unique meetings have afforded industry scientists and executives the opportunity to understand the trends and directions in imaging materials technology, markets, manufacturing methods and applications. Our *Imaging Materials Seminars*® are designed to provide firsthand knowledge about the goals and objectives of the industry's key players. They are dedicated to the task of defining both the state-of-the-art and the state-of-the-business. Networking is a key component of each of our events and is enhanced by brief commercial presentations from registrants."

Terry Gorka, Managing Director of The Tiara Group, noted "While relaxing in the comfort of this luxury hotel, registrants can conduct serious business, learn about the newest technical advances, be briefed on the latest market trends, meet privately with suppliers, producers, and customers, and establish personal relationships with the industry's major players."

Formed in July 2001, The Tiara Group, LLC is a seminar and trade show management organization spun off of Diamond Research Corporation (DRC), a 37-year old chemical consulting and information service firm focused on the imaging industry.

For the past 22 years, DRC has organized a series of high technology *Imaging Materials Seminars*® that contributed to the growth of the imaging industry and to the scientific and technical literature in that field. These conferences have attracted top level executives, scientists, engineers and market strategists to seminars and trade shows at major hotels and conference centers in the U.S., Belgium, Switzerland, Germany, Mexico and Australia.

The Tiara team, drawn from DRC's experienced meeting planners, sales and marketing professionals, consists of Terry Gorka as Managing Director, Dorothy Bacchilega as Executive Director, and Art Diamond as Chairman,.

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