

News Release



Global image campaign for nutrition business

"We add quality to the world of nutrition" is the slogan the Nutrition Business Unit has been using since October in global advertising for the trade press and on its home page (www.nutrition.basf.com). The campaign visuals show a stylized map of the world made up of BASF Human and Animal Nutrition products, thereby underlining BASF's global competence and high-end product portfolio in this area.

"We are a strong and universally reliable global partner for healthy human and animal nutrition," says Dr. Martin Jager, head of Global Marketing Nutrition, which is part of the Fine Chemicals division. "Our customers know they can rely on the consistently high quality of our products in all respects, in every country in the world," Jager continues. The human and animal nutrition product portfolio is subject to extremely strict official requirements and meets the highest safety standards. These extend to all areas of the manufacturing process, from the raw materials employed, to production and quality control, to package, storage and transport.

The new image campaign's visual language encompasses both the human and animal nutrition areas. The motif will appear not only in advertisements, but also in brochures, trade fair presentations, and on the internet and intranet.

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Karin Moeschke

Phone: +49 621 60 28363

Fax: +49 621 60 28050

karin.moeschke@basf.com

BASF Aktiengesellschaft
67056 Ludwigshafen
<http://www.basf.de>
Global Communications Fine Chemicals

BASF's Nutrition business unit is a leading supplier of food ingredients and feed additives. The product portfolio includes vitamins, carotenoids, enzymes, organic acids and others. BASF offers products of outstanding quality produced with modern, state-of-the-art technologies. BASF also combines technical services and scientific expertise to meet the highest demands and to deliver the best value to the industry. Premium formulations are a key strength that has made BASF a leader in the industry.

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products, agricultural products and fine chemicals to crude oil and natural gas. As a reliable partner to virtually all industries, BASF's high-value products and intelligent system solutions help its customers to be more successful. BASF develops new technologies and uses them to meet the challenges of the future and open up additional market opportunities. It combines economic success with environmental protection and social responsibility, thus contributing to a better future. BASF has approximately 95,000 employees and posted sales of €52.6 billion in 2006. 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.