

FOR IMMEDIATE RELEASE

Contact: Fran Lamb
Diccicco Battista Communications
484.342.3600 x217
flamb@dbcommunications.net

Heraeus Strengthens Leadership Position in 2010 *-Company Looks To Double Capacity in 2011-*

WEST CONSHOHOCKEN, Pa., – February 9, 2011 – Heraeus Photovoltaic Business Unit, a world leader in developing front and back side silver paste for crystalline solar cells, predicts a strong 2011 after quickly becoming the market leader in 2010, selling to most of the top 10 crystalline solar manufacturers worldwide. Last year alone, the PV Business Unit significantly increased its growth and although the photovoltaic industry foresees a 30 percent growth during 2011, Heraeus is looking to double their capacity.

In 2010, the company significantly increased its worldwide manufacturing capacity from their 2009 level, introduced four new product series, and increased technical staffing. Heraeus' Precious Metals Business Unit emerged as a voice of the silver industry with the launch of a bi-monthly e-newsletter entitled, *Silver Lining: An Insider's View on the Silver Market*.

“Our extensive experience within the industry coupled with our reputation of product efficiency has propelled our business to a market leader in 2010,” said Andy London, Global Business Unit Manager of the Heraeus Photovoltaic Business Unit in West Conshohocken. “We look to approach this year with the same focus and double our global capacity by year’s end.”

Throughout the year, Heraeus launched several new products for front and back side silver pastes. The SOL9383, specially formulated for N-Type crystalline cells, delivers excellent contact on P+ surface of N-Type cells and was incorporated on a mass production level at one of the world's largest vertically integrated photovoltaic manufacturers. Also introduced in 2010, the SOL109 paste for MWT cells, created for mono and multi crystalline silicon wafers, SOL109 provides excellent solderability, low shunting behavior and high conductivity.

A new line of front side silver pastes, the SOL9400 Series, was developed in 2010 to provide even greater performance over Heraeus' current industry leading pastes for crystalline photovoltaic cells. This product was an improvement on the SOL9235H

released in early 2009. Finally, Heraeus launched the SOL200 Series for back side tabbing conductors. This was developed to achieve high performance and high adhesion while lowering cost and maintaining good solderability.

Heraeus also increased its role within the industry in 2010 with the launch an educational bi-monthly e-newsletter distributed by Heraeus Precious Metals. The newsletter gives its' audience, who are manufacturers of products containing silver, a look into trends in the silver market and helps them gain a global perspective of what drives the price and where silver is used industrially.

For more information about Heraeus, go to www.pvsilverpaste.com, or visit us at this year's SNEC 5th International Photovoltaic Power Generation Conference & Exhibition, February 22-24 in Shanghai, China at booth number 325, hall W3.

About the Heraeus Photovoltaic Business Unit

Heraeus manufactures high volumes of thick film pastes for some of the most prominent companies within the industry. For over 40 years, it has built a reputation of innovation, extensive research and new product development. The Heraeus Photovoltaic Business Unit applies its innovative technology to the field of photovoltaics, offering silver pastes for crystalline solar cells. The Heraeus SOL Series of silver pastes is specially formulated to provide higher efficiencies and wider processing windows, resulting in better yields and higher output for cell manufacturers.

Heraeus, the precious metals and technology group headquartered in Hanau, Germany, is a global, private company with over 155 years of tradition. Our businesses include precious metals, materials and technologies, sensors, biomaterials and medical products as well as dental products, quartz glass, and specialty light sources. With product revenues of € 2.6 billion and precious metal trading revenues of € 13.6 billion, as well as more than 12,300 employees in over 110 subsidiaries worldwide, Heraeus holds a leading position in its global markets.

###