

PRESS RELEASE

Paris, March 15, 2007

Imerys Continues Growth in Asia New GCC for paper plant in Japan

Imerys today announces the construction of a new ground calcium carbonate (GCC) for paper unit in Niigata, Japan. The project comes under a joint venture (60% Imerys-owned) with Hokuetsu Paper Mills, one of Japan's leading papermakers and will be called The Niigata GCC Company Ltd.

The new production facility should start up in the second half of 2007 and will be supported by Imerys' marble reserves in Malaysia and Vietnam. It will supply 100% of the GCC needs of Hokuetsu's Niigata plant, one of the world's largest paper mills with total production capacity of 980 Kt/year.

This joint venture agreement will bolster Imerys' presence in Japan, where the Group already has two GCC production units. Following the start-up in 2005 and 2006 of three carbonate plants in India, China and Indonesia, Imerys is continuing to implement its growth strategy for calcium carbonates in Asia.

The world leader in adding value to minerals, Imerys is active in 45 countries through over 250 locations. The Group achieved €3.3 billion in sales in 2006. Imerys mines and processes minerals from reserves with rare qualities in order to develop solutions that improve its customers' product performance and manufacturing efficiency. The Group's products have a great many applications in everyday life, including construction, personal care, paper, paint, plastic, ceramics, telecommunications and beverage filtration.

Investor relations:

Isabelle Biarnès - +33(0)1 49 55 63 91 /66 55

Press contacts:

Isabelle Biarnès - +33(0)1 49 55 63 91 /66 55

Matthieu Roquet-Montégon - +33(0)6 16 92 80 65



IMERYS
TRANSFORM TO PERFORM