

PRESS RELEASE

Paris, November 18, 2011

Imerys announces its intention to establish a joint venture with the group Al Zayani Investments for the construction of a production plant in Bahrain.

Following the Sheikh Mohammed Bin Essa Al-Khalifa, Chief Executive of Bahrain Economic Development Board (EDB), visit to France, Imerys announced its intention to establish a joint venture with the group Al Zayani Investments for the construction of a white fused aluminum oxide production plant in Bahrain.

Imerys is a world leader in fused aluminum oxide products, fine grains obtained by the electro-fusion of high-purity alumina. Those specialty products are used in a wide range of applications: abrasives, refractories, sandblasting, thermal coating and other specialized markets.

This project, which supports Imerys growth strategy, would be its first industrial base in this region.

*The world leader in adding value to minerals, **Imerys** is active in 47 countries with more than 240 sites and achieved more than €3.3 billion in sales in 2010. Combining high-quality mineral resources with advanced industrial know-how and technologies, the Group designs, manufactures and sells mineral-based specialties that enable its customers to improve product performance or process efficiency. Imerys' specialties have applications in a wide range of industries, including construction, food, personal care, paper, paint, plastics, ceramics, telecommunications and energy. More comprehensive information on Imerys can be found on the Group's website (www.imerys.com).*

*The **Bahrain Economic Development Board (EDB)** is a dynamic public agency with an overall responsibility for formulating and overseeing the economic development strategy of Bahrain. The Bahrain EDB is focusing on six target economic sectors in which the Kingdom offers significant strengths. These are financial services, downstream industries, tourism, business services, logistics, and education & training.*

Warning on projections and forward-looking statements: *This document contains projections and other forward-looking statements. Investors are cautioned that such projections and forward-looking statements are subject to various risks and uncertainties (many of which are difficult to predict and generally beyond the control of Imerys) that could cause actual results and developments to differ materially from those expressed or implied.*

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