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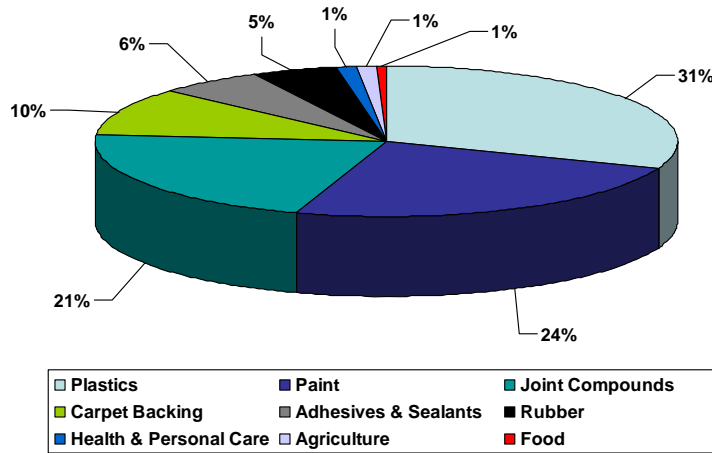
## **THE USD 3.2 BILLION NORTH AMERICAN PERFORMANCE MINERALS MARKET EXPECTED TO REBOUND FROM CURRENT ECONOMIC DOWNFALL BY 2012**

Rockaway, NJ November 10, 2009 -- Improving economic conditions will help the North American performance minerals market to rebound by 2012, following declines in most sectors in 2008 and 2009, according to MineSet Partners ([www.minesetpartners.com](http://www.minesetpartners.com)) new study entitled **The Outlook for Industrial and Consumer Markets for Performance Minerals: Volume One North America**.

**Todd Harris**, Managing Director, states the industry will face challenges ahead from currency fluctuations, increasing costs of raw materials, energy and labor, industry consolidation, and competition from an ever increasing supply of quality import sources. While the overall forecasted growth will show a slight improvement over recent historical levels, consumption of several performance minerals in such end-use applications as food, health and personal care, and especially rubber, will gain considerable growth in the next five years. The new study also maps the historical changes that have occurred in the North American Performance Minerals business since 2002 (through early 2009) for 12 key minerals and pigments in seven distinct market sectors.

MineSet Partners plans to offer several other regional editions of **The Outlook for Industrial and Consumer Markets for Performance Minerals**, with future releases covering the markets in Europe, Asia Pacific, Brazil, and India. All of these reports will provide current and projected demand for each performance mineral type covered by product and application; comprehensive supplier information including facilities, grades, and pricing; competing materials; major end-users; as well as historical trends and market developments.

**ESTIMATED NORTH AMERICAN PERFORMANCE MINERAL CONSUMPTION BY END USE INDUSTRY – VOLUME BASIS, 2008**



MineSet Partners is a New Jersey Based consultancy specializing in the mineral and inorganic chemical industries. We provide clients with a full range of industry-specific and functional services, including but not limited to: marketing, technology, manufacturing, competitive intelligence, and strategic planning.

If you would like more information about the Performance Mineral service please feel free to contact Audrey Parton or Todd Harris at (973) 366-5151 or via e-mail [sales@minesetpartners.com](mailto:sales@minesetpartners.com)

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