



Process to Profit

Media contacts: Laura Pennino for Continental Carbon Company
 (281) 286-9398 or mobile (713) 419-1776
 lp@penninoandpartners.com

Vibhu Sharma for Ingenious Inc
(832) 242-0220, extension 108
vibhu.sharma@ingeniousinc.com

Continental Carbon Company Awards

Real Time Performance Monitoring Project to Ingenious Inc

HOUSTON (July 12, 2010) – Continental Carbon Company (“CCC”) announced today that it has awarded Ingenious Inc a project to develop a real time performance monitoring (“RPM”) system for CCC’s carbon black manufacturing plant located in Ponca City, Okla. This system will provide a level of production efficiency that can only be attained through continuous monitoring of key performance indicators (“KPIs”) and improving every aspect of the manufacturing process.

Ingenious Inc will develop a rigorous simulation model and implement a web-based interface for performance management. This interface will be connected to real-time plant data via the existing OSIsoft Process Information (PI) data historian at CCC’s Ponca City plant. The project includes development of a rigorous reactor model for the carbon black process, a comprehensive system to measure greenhouse gas emissions (GHG) and a complete array of KPIs for energy management. It is expected that the RPM system will be fully implemented before the end of this year.

“We are eager to utilize Ingenious’ expertise in developing simulation models and providing state-of-the-art software tools for optimization and performance monitoring. This new system is another indication of our strong commitment to be among the best in the world in energy and operating efficiencies, as well as in environmental stewardship. We hope to implement such RPM systems in all of our plants in the U.S. and other parts of the world,” commented Kim K. T. Pan, president of Continental Carbon Company.

Ingenious Inc shares CCC’s commitment to implementing solutions to improve long-term, sustainable profitability of its business.



INGENIOUS

Process to Profit

“Ingenious’ strength is in maximizing value from existing assets. We are excited about the commitment that Continental Carbon is showing toward reduction of greenhouse gas emissions through advanced monitoring and energy management. We believe this will lead to a more efficient operation and support the environment by reducing CO₂ equivalent emissions,” noted Vibhu Sharma, chief executive officer of Ingenious Inc. “Carbon dioxide equivalents provide a universal standard of measurement against which the impacts of releasing or avoiding the release of different greenhouse gases can be evaluated.”

About Continental Carbon Company

Continental Carbon Company is a recognized leader in the development and manufacture of carbon blacks used in tire, rubber, and other specialty applications. Headquartered in Houston, Texas, CCC operates production facilities in Alabama, Oklahoma, and Texas. CCC is also focused on the development and manufacturing of next generation carbon-based products including carbon nanotubes, conductive carbon blacks, and other carbon based materials for use across a wide range of applications ranging from electro-static thermal dissipation and shielding to composite material constructions. More information is available on the company website www.continentalcarbon.com.

About Ingenious

Based in Houston, Ingenious Inc is a fast-growing process solutions company, providing cutting edge training solutions, remote performance monitoring, process consulting, energy management, and process safety management. Since 2000, Ingenious Inc has been providing cutting edge solutions to the oil and gas, power, petrochemicals, refining, and chemical industries. The company has over 150 clients globally, including several Fortune 500 companies. For more information, please visit www.ingeniousinc.com.