



*Process to Profit*

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

Vibhu Sharma for Ingenious Inc  
832-242-0220, extension 102  
[vibhu.sharma@ingeniousinc.com](mailto:vibhu.sharma@ingeniousinc.com)

## **Continental Carbon Company Awards**

### **Value Improvement Program (VIP) Contract to Ingenious Inc**

**HOUSTON (May 17, 2011)** – Continental Carbon Company (“CCC”) has awarded Ingenious Inc a project for implementing Ingenious’ Value Improvement Program (“VIP”) for all of CCC’s carbon black manufacturing plants in the United States. VIP will be incorporating wide-ranging systems including operator training simulators (OTS), e-learning, real time performance monitoring (RPM), safety management system (SMS), smart piping and instrumentation diagrams (P&IDs), engineering database, management of change (MOC) and Six Sigma. The overarching objective of VIP is to provide CCC a standardized system that focuses on increased efficiencies and better communication and that provides accountability throughout the organization.

“We are eager to utilize Ingenious’ expertise in developing such corporate-wide programs across various disciplines and providing state-of-the-art software tools. We anticipate that this project will invigorate our corporate DNA and drive us toward being among the best in the world in productivity and profitability, as well as environmental stewardship,” commented Kim K. T. Pan, president of Continental Carbon Company.

“This is a ground breaking project for Ingenious & CCC and a testament to the synergies between the two organizations. Ingenious’ strength is in maximizing value from existing assets. We are confident that this transformative project will have an immediate and long lasting effect on productivity, accountability and profitability of CCC,” noted Vibhu Sharma, chief executive officer of Ingenious Inc.

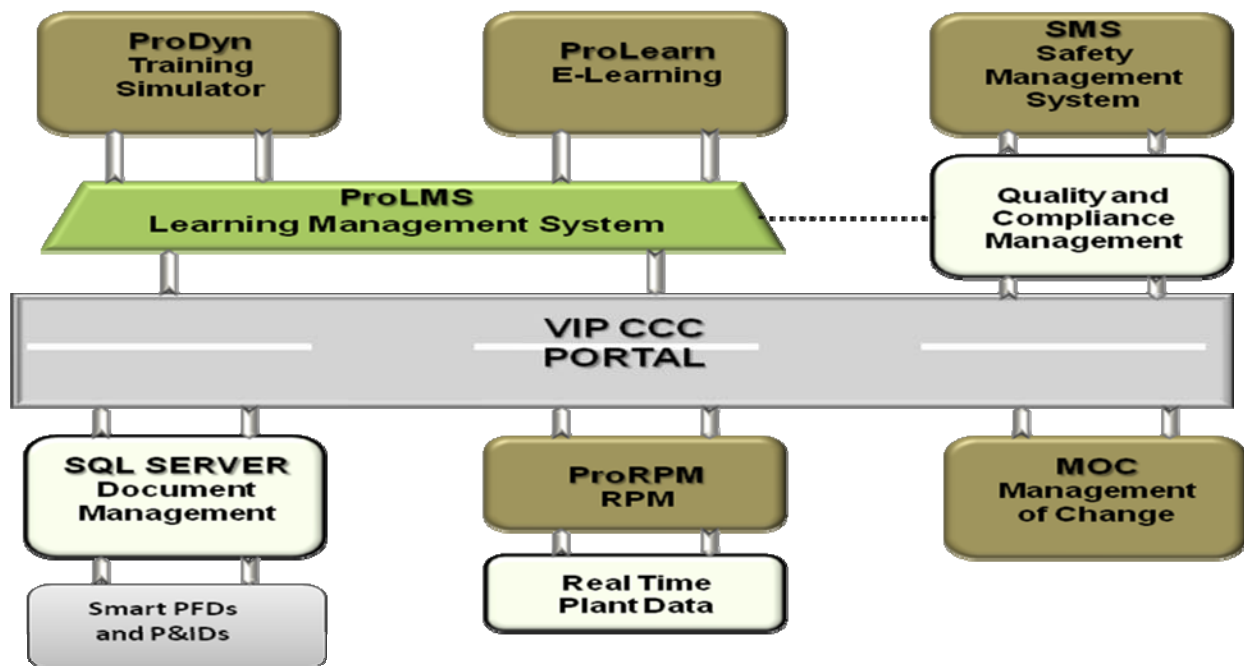


Figure 1: VIP System Schematic

### 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](http://www.continentalcarbon.com).

### About Ingenious

Ingenious Inc provides Smart Technology and Consulting services to Chemical, Oil & Gas and Energy industries globally. Our focus areas include training solutions, e-learning, real time performance monitoring, planning & scheduling, process consulting and process safety management services. Ingenious serves over 150 clients globally, including several Fortune 500 companies, via its 4 global office locations. For more information, please visit [www.ingeniousinc.com](http://www.ingeniousinc.com).