For Immediate Release

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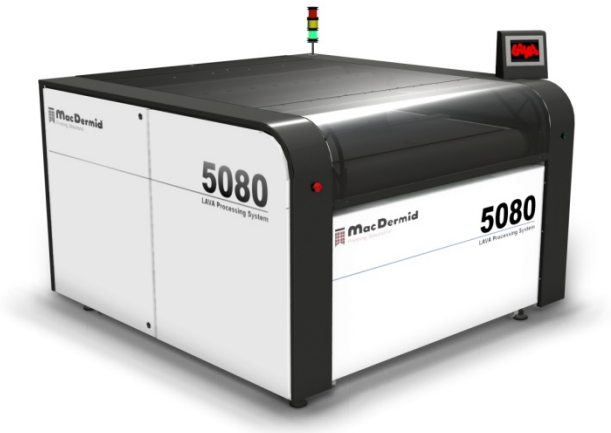
MacDermid to Unveil LAVA 5080 Thermal Plate Processor at drupa 2012

-And Host of Other New Innovations-

Atlanta, Georgia – February 8, 2012: So big in scale that it only takes place every four years, the printing industry's largest trade show will feature innovations of Olympic proportions, several of which will be unveiled by MacDermid Printing Solutions. At drupa, MacDermid will showcase its new LAVA 5080 Thermal Plate Processor, innovations to the LUX Platemaking Process, the LiquifleX Platemaker, the Aspect Quadra RS, and MacDermid Accent Coating Plates.

LAVA™ 5080 Thermal Plate Processing: Wide Format Thermal Platemaking

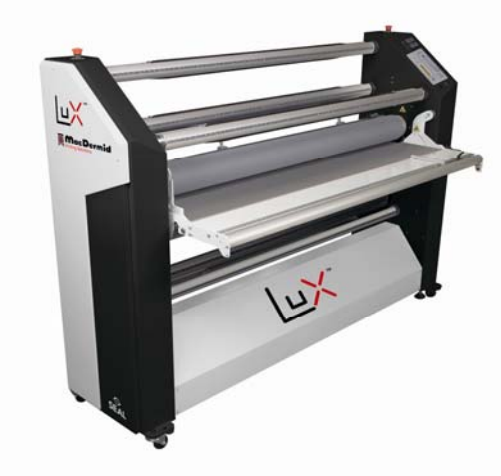
This new processor will enable printers and plate reproduction houses to create plates up to 50 x 80 in., allowing wide web printers who had been constrained by the previous maximum plate size of 42 x 60 in. to gain access to the benefits of thermal plate processing.



Based on the technical innovations proven in the LAVA 2530 Plate Processor introduced in 2009, the new LAVA 5080 enables high-volume platemakers to take advantage of improved productivity and workflow, creating press-ready plates in under an hour. And by eliminating solvents from the process, the carbon footprint of thermal platemaking is significantly reduced, as compared to traditional solvent platemaking.

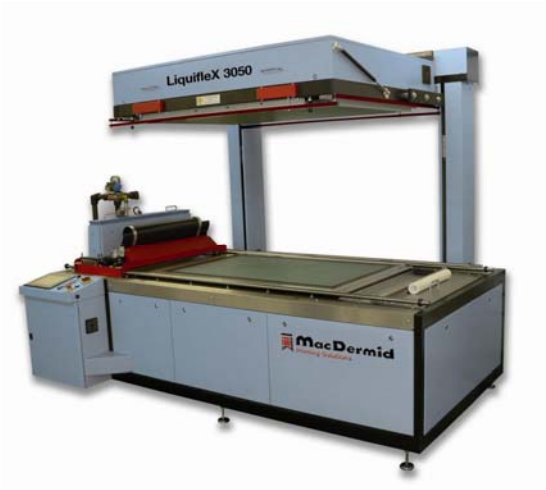
LUX® Platemaking Process: Award-Winning Flat-Top Dots

Continuing on the success of LUX over the past two years, MacDermid will feature its new LUX 38” Laminator, designed specifically for the narrow web market. The 38” LUX laminator laminates plates up to 38 inches in width and includes several new features that make lamination of the LUX membrane easier and more efficient. In addition, MacDermid will unveil a new membrane for the LUX Platemaking Process, Membrane 200. Membrane 200 is another option for the LUX Platemaking Process that allows the simultaneous creation of both flat-top LUX dots and an engineered surface pattern in the plate. This innovation combines the print advantages of the LUX dot shape and the improved ink transfer of a surface pattern in one simple step.



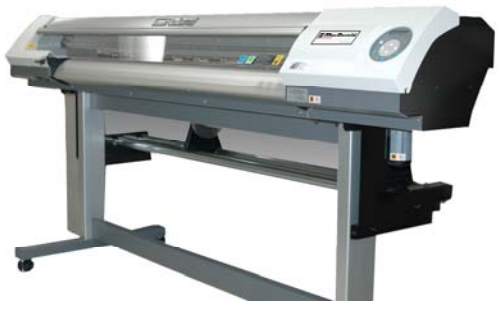
LiquifleX Platemaker: Liquid Plates Made Simple

Representing the latest advancements in liquid photopolymer platemaking technology, the MacDermid LiquifleX platemaker combines the benefits of liquid, such as low plate cost and flexibility of operation, with the simplicity of sheet platemaking. LiquifleX is simple and allows the operator to set up the platemaking process without calculations or guesswork. Liquid platemaking has seen a resurgence in recent years due to its smaller overall environmental footprint compared to traditional solvent sheet platemaking. The LiquifleX Platemaker enables users to take advantage of the benefits of liquid plate technology while using state-of-the-art equipment.



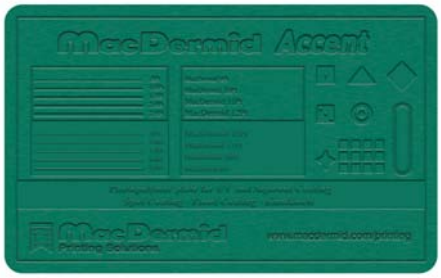
Aspect Quadra RS: Silver Film Replacement

The newest silver film replacement technology from MacDermid allows printers to make their own negatives in-house, without silver film or the need for processing systems or chemistry. And the new Quadra RS can run at resolutions up to1440 dpi, which will allow the production of negatives with graphics up to 110 lpi. By using the Quadra system, the need for silver film can be eliminated entirely, or Quadra can supplement existing silver film negative production. Quadra RS also features four print heads



and an improved film transport system that provides more accurate registration of multicolor jobs. It can handle films up to 60 inches / 1.52 meters wide, allowing it to supply the largest platemaking formats available.

Accent Coating Plate: DIY Coating Plates



MacDermid will also launch a new coating plate at drupa, the MacDermid Accent plate. MacDermid Accent allows printers to image and produce coating plates on their existing UV CTP devices, giving them more control of their workflow and printing schedule. This new coating plate can be processed in water and is compatible with most UV and aqueous varnishes.

All these technologies will be available for viewing in MacDermid's booth at drupa, which takes place May 3-16, 2012 in Dusseldorf, Germany. MacDermid will be Booth 5A37.

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Founded in 1922, MacDermid, Inc. is a global specialty chemicals company serving the diversified needs of the Electronics, Industrial, Offshore and Printing industries. It employs over 2,000 people and is headquartered in Denver, CO. MacDermid Printing Solutions is headquartered in Atlanta, Georgia. For more information on the company, visit www.macdermid.com/printing.