



8 May 2013

Penrice Soda Ash Customers Sign Up

Penrice Soda Holdings Limited (**ASX:PSH**) (**'Penrice'**) announces that its new soda ash import and distribution joint venture, Pro Asia Pacific Pty Ltd (**'Pro Asia Pacific'**) has taken an important further step with the completion of the transfer of Penrice's key soda ash customers to Pro Asia Pacific. The first Pro Asia Pacific soda ash sales are on track to commence during May 2013.

Penrice Managing Director and CEO, Mr Guy Roberts said, "With its investment in Pro Asia Pacific, Penrice is delighted to be joint venturing with SASS Victoria Australia Pty Ltd (SASS), a subsidiary of Soda Ash Holding BV, the world's largest independent distributor of soda ash with product sourced from American Natural Soda Ash Corporation ("ANSAC"), the export arm of three of the world's leading soda ash producers."

Mr Roberts said, "We are pleased that Penrice's key customers have also welcomed the benefits that Pro Asia Pacific brings to the Australian market - high quality product, delivered by a reliable and competitive supply chain, supported by a strong Australian distribution network."

Planned construction work at Penrice's Adelaide chemical facility to implement Penrice's business restructure has 3 main programmes, with soda ash plant decommissioning, sodium bicarbonate plant conversion to imported soda ash and new lime finishing plant from July 2013.

For more information visit the company's website at www.penrice.com.au or contact Mr Guy Roberts, Managing Director & CEO, Penrice Soda Holdings Ltd, +61 8 8402 7239.

About Penrice

Penrice Soda Holdings Limited (ASX: PSH) is Australia's only manufacturer of soda ash and sodium bicarbonate and one of the world's largest sodium bicarbonate marketing companies. It also operates a limestone mine, supplying industrial minerals and civil products.

The Company is committed to driving shareholder value through the manufacture and supply of a range of world-class products across a variety of industries and countries including packaging, building and construction, mining, detergents, food and personal care, stockfeed and environmental control/water purification.

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