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**ICL-IP ENSURES ITS LEADING POSITION IN
FLAME RETARDANTS WITH NEW
ECO-FRIENDLY POLYMERIC OFFERING**

Tel – Aviv, Israel, January 25, 2012 – ICL Industrial Products (“ICL-IP”), one of the three strategic operating segments of ICL (TASE:ICL), today announced it has signed a licensing agreement with Dow Global Technologies LLC, (“DGTL”), a subsidiary of The Dow Chemical Company for its innovative polymeric flame retardant technology. Dow’s technology will be used for the launch of FR122P, ICL-IP’s next-generation brominated polymeric flame retardant for use by the building industry in extruded polystyrene (XPS) and expanded polystyrene (EPS) foam insulation products. The Company expects to begin supplying commercial quantities beginning in 2014, and is currently supplying pilot quantities as required to its customers.

FR122P is a sustainable, polymeric replacement for the flame retardants currently used in EPS/XPS insulation foams. Pilot tests conducted by ICL IP’s customers have confirmed that FR122P delivers the required level of fire safety to their products.

“As one of the FR industry’s leading suppliers, we are proud to launch an innovative new generation of polymeric flame retardants that conform to ever-higher standards of sustainability, quality, performance and safety,” commented Mr. Ilan Elkan, ICL-IP’s VP Flame Retardants. “We have already begun work on our new 10,000 MT capacity manufacturing plant, a significant investment which demonstrates our commitment to ‘be there’ for our customers with a plentiful supply of high-quality products, when and where they need them.”

Mr. Elkan continued, “Our FR portfolio includes a growing number of sustainable polymeric products, including the FR1025P, our Brominated Epoxy Polymers and the Polyquel™ product line as well as the new FR122P. We plan to continue rolling out additional new products and activities in line with our strategic commitment to sustainability and environmental responsibility.”

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About ICL Industrial Products

ICL-IP, one of ICL's (TASE: ICL) three operating segments, produces bromine, magnesia and chlorine from Dead Sea brines, and is a leading provider of flame retardants; bromides for industry, agriculture and water treatment; and a range of innovative products based on magnesia, phosphorous and chlorine.

About ICL

ICL is one of the world's leading fertilizer and specialty chemicals companies. For a world challenged by population growth and scarce resources, ICL makes products that increase global food and water supplies and improve industrial materials and processes. ICL produces approximately a third of the world's bromine and is the 6th largest potash producer in the world. It is one of the world's leading providers of flame retardants, a leading supplier of fertilizers in Europe and a major provider of specialty phosphate products. ICL's shares are traded on the Tel Aviv Stock Exchange (TASE: ICL).

Forward Looking Statement

This press release contains forward-looking assessments and judgments regarding macro-economic conditions and the Group's markets, and there is no certainty as to whether, when and/or at what rate these projections will materialize. Management's projections are likely to change in light of market fluctuations, especially in ICL's manufacturing locations and target markets. In addition, ICL is likely to be affected by changes in the demand and price environment for its products as well as the cost of shipping and energy, whether caused by actions of governments, manufacturers or consumers. ICL can also be affected by changes in the capital markets, including fluctuations in currency exchange rates, credit availability, interest rates, etc.