

October 11, 2005 - Press Release

Appointment of Mr Edmund Poon to the position of Regional Head Asia



SIMONA AG announces that Mr Edmund Poon has been appointed Regional Head Asia.

Mr Poon's appointment is a sign of our growth strategy for the Asian market. As a company, we have set ourselves the goal of extending our position in the Asian region substantially. This highlights the importance of the Asian market for our entire company. The strategy will include establishing our own production facility in mainland China, in order to serve our customers in the Asian region with even greater speed and flexibility. The factory will be located in Jiangman in Guangdong Province in southern China. We expect the new facility to be completed in 2007.

Mr Poon will take responsibility for the whole of our operation in Asia, coordinating the various efforts, responding to market trends and requirements, forging alliances with new partners and building stronger relationships with existing customers. Before his appointment, Mr Poon was the successful General Manager of our subsidiary SIMONA FAR EAST LIMITED in Hong Kong, where he built up over 10 years' experience in the plastics industry.

As part of SIMONA AG's strategic reorientation, the company has acquired the full ownership interest in SIMONA FAR EAST LIMITED. At the same time, Mr Chan, former shareholder of SIMONA FAR EAST Ltd., will continue to be closely associated with SIMONA FAR EAST as a Member of the Board of Directors and will actively support the company in pursuing its growth strategy. This designates SIMONA FAR EAST LIMITED as the basis for the future expansion of our Asian operation. By making SIMONA FAR EAST a Regional Office, we are further enhancing our efforts to support our customers and partners locally with sales and logistics services.

Further Information:

SIMONA AG

Marketing Department

Teichweg 16

D - 55606 Kirn

Germany

Phone: +49 (0) 67 52 14-383

Fax: +49 (0) 67 52 14-738

marketing@simona.de