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News

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Solutia's Performance Films Division Names "National Dealer of the Year"

Advanced Window Solutions of Cortlandt Manor, NY Takes Top Award

ST. LOUIS, March 1, 2011 — Solutia Inc. (NYSE: SOA), a globally leading producer of performance materials and specialty chemicals and the world's leading producer of professional window films for automotive, residential and commercial markets, presented national and regional dealer awards at its annual elite Vista™ window films dealer conference, held at the Hilton Bayfront in San Diego, California, February 11-13.

This year's well-attended dealer conference, themed "Energize Your Business," included sessions focused on unleashing the power of [EnerLogic™ window film](#), launching a fresh [decorative film](#) product offering and unveiling new dealer communication tools. The conference also recognized the achievements of the past year during a rocking awards dinner, held at the House of Blues San Diego.

Advanced Window Solutions of Cortlandt Manor, NY was named National Dealer of the Year. Marc Vitaliani, pictured on the left, accepted the award on behalf of the window film company from D. Michael Donnelly, president and general manager, Solutia Performance Films. Advanced Window Solutions was chosen from more than 350 dealers in Solutia's elite Vista dealer program. The award was based on several criteria, including dealer loyalty, growth and the use of Solutia's exclusive Vista sales and marketing programs.

Custom Sun Control of Marietta, GA won the Southeast Region Dealer of the Year award, while Suntrol of Bedford Heights, OH took home the Midwest Region Dealer of the Year award. Spokane Sunscreen of Spokane, WA won the Western Region Dealer of the Year award, and Sunbusters Window Tinting of Austin, TX took home its second consecutive Texas Region Dealer of the Year award. Dealer loyalty award recipients were also recognized at the event.

“Our annual elite dealer conference provides a unique opportunity to share best practices among our world class dealer base and to recognize outstanding performance,” said Sal Abbate, Solutia’s Performance Films vice president, global sales and marketing. “This year, energizing your business was a key message and our Dealer of the Year, Advanced Window Solutions, really demonstrated the power and potential of the window film industry,” Abbate continued.

“Along with the other recognized dealers, they maximized their success by taking advantage of the latest programs, products and sales tools to recharge their business. With the introduction of the enhanced decorative films program and the expansion of the revolutionary EnerLogic™ film series, Solutia continues to bring value to our dealers’ product portfolio,” noted Abbate. “We sincerely congratulate them on their achievements and pledge to continue to provide innovative tools and products to help build their business.”

“I was shocked, but extremely honored to be named Solutia’s National Vista Dealer of the year for 2010,” said Marc Vitaliani, co-owner, Advanced Window Solutions. “Both myself, and business partner, Ross Jurman continuously strive to better ourselves and make our company the best it could be. We are fortunate to be part of such a progressive and innovative thinking manufacturer in Solutia.

“Regardless of the challenges and hurdles we must endure,” Vitaliani continued, “it is very assuring to know that we have all of the resources and tools that Solutia makes available. More importantly, Vista window film is simply the best window film available. We have a very simple business model: To provide the best product and service available, anywhere. This year it all came together for us, and we look forward to continuing this trend for many years to come.”

This year's tremendously successful conference provided dealers with tools and motivation to help them excel in 2011. Dealers left the conference recharged and ready for growth in the coming year.

To learn more about window film, visit www.vista-films.com.

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Corporate Profile

Solutia is a market-leading performance materials and specialty chemicals company. The company focuses on providing solutions for a better life through a range of products, including: Saflex® polyvinyl butyral interlayers for glass lamination and for photovoltaic module encapsulation and VISTASOLAR® ethylene vinyl acetate films for photovoltaic module encapsulation; LLumar®, Vista™, EnerLogic™, FormulaOne®, Gila®, V-KOOL®, Hüper Optik®, IQue™, Sun-X® and Nanolux™ aftermarket performance films for automotive and architectural applications; Flexvue™ advanced film component solutions for solar and electronic technologies; and technical specialties products including Crystex® insoluble sulfur, Santoflex® PPD antidegradants, Therminol® heat transfer fluids and Skydrol® aviation hydraulic fluids. Solutia's businesses are world leaders in each of their market segments. With its headquarters in St. Louis, Missouri, USA, the company operates globally with approximately 3,300 employees in more than 50 worldwide locations. More information is available at www.Solutia.com.

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