

## **Eastman to Debut Developments in LLumar® Advanced Technology Window Tint at 2013 SEMA Show in Las Vegas**

*Installers Invited to take the LLumar® CTX® “Heat Shrink Challenge”*

**Kingsport, TN – October 30, 2013** –Eastman Chemical Company (NYSE:EMN) will showcase its LLumar® signal enabling window tint at the 2013 SEMA show (Nov. 5-8) in Las Vegas (Booth #12417). Window film and automotive dealers will have the opportunity to watch live installation demonstrations and gather tips from award-winning window film installer, Randy Humphries. Installers will have the chance to win a LLumar® PrecisionCut® System plotter and software subscription by participating in the “LLumar® Heat Shrink Challenge” raffle.

Using advanced nano-ceramic technology, the new and improved LLumar® CTX® window tint rejects up to 60-percent of solar heat for maximum comfort while it protects passengers and auto interiors from harmful UV rays. LLumar® CTX® blocks heat and ultraviolet rays without interfering with electronic signals from today’s vital technology, including, mobile phones, GPS, keyless entry, and satellite radio. For those car owners who seek all of these benefits but prefer not to darken their glass with tint, LLumar® AIR 80 window film, a lightly tinted, nearly clear film, is a great alternative.

“Today’s drivers require more electronic connectivity to the outside world while in their vehicles,” says Mark Gershenson, Director, Global LLumar® Brand Management at Eastman. “LLumar® automotive window films merge state-of-the-art film technology with current consumer automotive needs. Our signal enabling LLumar® CTX® and AIR automotive window films are right on target with this trend.”

### **Installation Demonstrations at SEMA Booth to Include Tips from Special Guest**

The 2013 IWFC Automotive Tint-Off Champion, Randy Humphries, will make a guest appearance at the Eastman booth to provide installation demonstrations and tips. Operations manager for Tint King in Billerica, Mass., Humphries took home the gold in the IWFC Automotive Tint-Off in which 60 talented installers competed for a \$10,000 grand prize and the honorary title of “World’s Best Automotive Film Tinter.” Humphries has been installing LLumar® window film for 13 years.

### **LLumar® CTX® “Heat Shrink Challenge”**

Due to its heat shrinking characteristics, LLumar® CTX® window tint is known in the industry as one of the easiest to install. Eastman will invite window film installers to put it to the test in the interactive “Heat Shrink Challenge.” Film installers can heat form the new and improved CTX film at the booth. Participants in the challenge will be eligible to win a LLumar® PrecisionCut® System plotter and a 1 year software subscription. The winner will be announced on Friday before the

show closes. View the [video](#) from the 2013 International Window Film Conference and Tint-Off for a preview of the feedback from installers.

### **High Performance for Today's Marketplace**

Eastman offers a complete line of high-performance LLumar<sup>®</sup> brand films to help protect and improve vehicles, homes, and businesses around the globe. To learn more about LLumar<sup>®</sup> and track them live at the SEMA show in Las Vegas this week, follow them at [www.LLumar.com/sema](http://www.LLumar.com/sema).

“Eastman is committed to providing the industry with high-performance solutions,” says Gershenson. “As the world’s leading manufacturer of window films for automotive and architectural markets, our goal is to leverage our technical capacity to meet the evolving needs of consumers.”

Visit LLumar’s newly designed website at [www.LLumar.com](http://www.LLumar.com).

To receive daily updates from the LLumar team at the SEMA Show, visit [www.LLumar.com/sema](http://www.LLumar.com/sema) and join the conversation on [Twitter](#) and [Facebook](#) using the hashtag #LLoveLLumar.

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Eastman is a global specialty chemicals company that produces a broad range of advanced materials, additives and functional products, specialty chemicals, and fibers that are found in products people use every day. As a world leader in the diverse markets it serves, Eastman is focused on delivering innovative and technology-based solutions while maintaining its commitment to safety and sustainability. Serving customers in approximately 100 countries, Eastman had 2011 pro forma revenues, giving effect to the Solutia acquisition, of approximately \$9.3 billion. The company is based in Kingsport, Tennessee, USA, and, with the completion of the Solutia acquisition, now employs approximately 14,000 people around the world. For more information, visit [www.eastman.com](http://www.eastman.com).

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