



Cabot Corporation Debuts New Brand Identity

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BOSTON--(BUSINESS WIRE)--Mar. 7, 2013-- [Cabot Corp.](#) (NYSE: CBT) today unveiled a new corporate brand identity that emphasizes the company's strengths as a global leader in specialty chemicals and performance materials.

"Our customers choose Cabot because they understand we provide more than just a product," said Patrick Prevost, Cabot president and CEO. "We have an incredible team of people who are passionate about creating and delivering solutions that advance our customers' businesses – not just for today, but into the future. Our new brand reflects the unique value we deliver to our customers."

The new brand gives more visibility to how Cabot's products are used in major markets, including within the transportation, infrastructure, environment and consumer industries. In addition, Cabot is introducing "Cabot Labs," the company's new product incubator that highlights how Cabot's technical expertise and market knowledge is applied to create new products and processes. More detail on Cabot's markets and Cabot Labs can be found on the company's website.

Cabot's new corporate logo, developed to support the new brand, connects the company's past with its future. To honor Cabot's heritage, the new logo maintains the all-black, all-capital letters of "CABOT." The new chevron, meanwhile, represents the brand theme of advancing. The red, orange and yellow color palette emphasizes Cabot's approachable, collaborative spirit, and energetic approach to innovation and customer service. The added dimension and colors highlight the many facets of Cabot's businesses.

"Our new brand represents an evolution of the company," Prevost said. "We've been in business for more than 130 years. We take great pride in our global market-leading positions. Our customers, suppliers and partners recognize us as experts, with some of the best technical talent in the world. In addition, our focus on safety and environmental standards is among the best in the chemical industry.

"We believe our new brand will help us more strongly convey why we should be a partner of choice for our customers, employees and investors," Prevost said.

Cabot has created a video that illustrates the new brand in action. The video can be viewed at the following [link](#).

About Cabot Corporation

Cabot Corporation (NYSE: CBT) is a global specialty chemicals and performance materials company, headquartered in Boston, Massachusetts. The company is the leading producer of rubber and specialty grade [carbon black](#), [activated carbon](#), [inkjet colorants](#), [cesium formate drilling fluids](#), [fumed silica](#), [aerogel](#), and [elastomer composites](#). For more information on Cabot, please visit the company's website at: <http://www.cabotcorp.com>.

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995: Statements in the press release regarding Cabot's business that are not historical facts are forward looking statements that involve risks and uncertainties. For a discussion of such risks and uncertainties, which could cause actual results to differ from those contained in the forward looking statements, see "Risk Factors" in the Company's Annual Report on Form 10-K.

Source: Cabot Corporation

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