

## Evonik Launches National Competition To Engage College Students

### What's The Next Great Use For Dry Water?, The Company Asks

PARSIPPANY, N.J., Feb. 6, 2015 – Specialty chemical company Evonik Corporation has launched a competition for college students to generate ideas and creative solutions that could help the company solve problems or explore opportunities.

As the first of several challenges this year, Evonik is asking for ideas to use silica for “dry water,” which is useful for manufacturers to convert liquids to powders, and then easily back into liquids when force is applied. Today, this concept is used in cosmetic foundation makeup, among other applications. The challenge for students is to provide ideas for additional consumer or industrial applications outside of cosmetics.

“This nationwide competition for students gives them the opportunity to work on a real-life problem related to their fields of study and also potentially interview for Evonik internships and entry-level positions,” said Dr. Sanjay Gupta, vice president and regional head of corporate innovation strategy & management at Evonik Corporation. “Utilizing such a program to engage students is at the very heart of innovation – finding novel ways to reach a solution.”

The competition is operated by MindSumo, a San Francisco, Calif.-based firm that connects students with companies. The challenges are offered to students at more than 400 universities, with a particular focus on science and engineering fields. A cash prize is offered to the winning teams. The Evonik challenge for dry water will be open for the month of February.

“We’re always seeking to recruit ambitious and hard-working students with the brightest minds,” said Florian Lyon, Evonik manager of university relations. “Current college students are critical to Evonik’s future success, as they will be the leaders of tomorrow. While Evonik is very active on campuses by attending career fairs and open-house events, this competition provides a broader approach to engaging students.”

Visit the MindSumo site to learn more or register for the Evonik challenge:

<https://www.mindsumo.com/contests/what-s-the-next-great-use-for-dry-water>

For additional information about Evonik in North America, please visit our website:

[www.evonik.com/north-america](http://www.evonik.com/north-america)

**Company information**

Evonik, the creative industrial group from Germany, is one of the world leaders in specialty chemicals. Profitable growth and a sustained increase in the value of the company form the heart of Evonik's corporate strategy. Its activities focus on the key megatrends health, nutrition, resource efficiency and globalization. Evonik benefits specifically from its innovative prowess and integrated technology platforms.

Evonik is active in over 100 countries around the world. In fiscal 2013 more than 33,500 employees generated sales of around €12.7 billion and an operating profit (adjusted EBITDA) of about €2.0 billion.

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**For more information, contact:**

Jeremy Neuhart

Evonik Corporation

Tel: +1 973 929-8108

E-mail: [jeremy.neuhart@evonik.com](mailto:jeremy.neuhart@evonik.com)

