

To Whom It May Concern

Lucideon – the new name for Ceram

We are pleased to advise that, from 1 February 2014, we will be changing our name to Lucideon.

As the Group has acquired new businesses over the years, the range of different company names has become confusing for our clients, hence our move to one single identity.

Lucideon will offer materials development, testing and assurance to our clients around the world, underpinned by what we stand for as an organisation: Independence, accuracy, creativity and responsiveness.

Our new name is made up of two words: 'Lucid', as in shining a light on matters, making things clear and intelligible, and 'Eon', meaning a period of time.

Please note that, from 1 February 2014, the company name will change from Ceram Research Ltd to Lucideon Ltd, and email addresses will have the domain name '@lucideon.com'. Everything else (the company registration number, VAT number, your point of contact and telephone numbers) will remain the same as below. Please could you update your records accordingly.

Company Name: Lucideon Ltd

Address: Queens Road, Penkhull, Stoke-on-Trent, Staffordshire, ST4 7LQ, UK

Telephone Number: +44(0)1782 764444 (main switchboard)

Fax Number: +44(0)1782 412331

Company Registration Number: 1960455

Company VAT Number: GB 729 8522 00

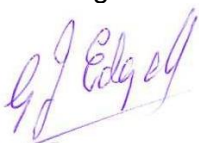
With a new name comes, of course, a new look and you will see our new logo on our stationery, website, signage and promotional material.

LUCIDEON

We hope that you will join us in supporting the new name and that Lucideon will become as familiar to you as Ceram is now.

To find out more visit www.ceram.com/lucideon.

Kind regards



Dr G J Edgell

Director

Ps. Please note that our website, www.ceram.com, will continue (albeit with our new visual identity). We will also have a corporate site, www.lucideon.com, which will act as a portal and information site, directing you to the service you need and the location you require.