

FIRMENICH ANNOUNCES NEW HEAD OF FLAVORS

Geneva, Switzerland, January 13, 2010 – Firmenich has appointed Aldo Uva Corporate Vice President Flavors and a member of its Executive Committee, effective January 2010. He replaces Don Hartman, who retired at the end of 2009 after 38 years with the company, 12 as Head of Flavors on the Group's Executive Committee.

Aldo Uva joined Firmenich in June 2009 as Mr. Hartman's designated successor and will be responsible for taking Firmenich Flavors to even greater heights.

An Italian national and graduate in Economics from the University of Bologna, Mr. Uva combines solid marketing, business development and Supply Chain experience, gained over 24 years in international B2B and B2C channels. This experience includes leadership positions in the food and beverage industries, as Head of Global Beverages and Food Services at Nestlé, CEO of the North America Coffee and Tea Division at Sara Lee, and CEO of the USA, Mexico and Central America region for the Italian food company Parmalat. Aldo Uva has also held several positions with INDESIT, a world leader in the domestic appliance market, and was the force behind the turnaround of Italian furniture company, Natuzzi, as its CEO.

Don Hartman joined Firmenich in 1971. He headed the company's business in Canada, before leading Firmenich Flavors in North America and then Europe and North Africa. Appointed Corporate VP Flavors in 1997, Don Hartman was instrumental in taking Firmenich from a small player in the Flavors market to the number two position it enjoys today. He was also recognized as a key figure in the international Flavor industry, in particular as a Board member and then President of the industry association, IOFI, from October 2006 to October 2008.

Firmenich is the world's largest privately-owned company (No.2 worldwide) in the fragrance and flavor business. Founded in Geneva, Switzerland, in 1895, it has created many of the world's best-known perfumes and flavors that we enjoy each day. Its passion for smell and taste is at the heart of its success. It is renowned for its creativity and innovation, as well as its exceptional understanding of consumer trends. Each year, it invests around 10% of its turnover in R&D, reflecting its continuous desire to understand, share and sublimate the best that nature has to offer. Firmenich had an annual turnover of 2.641 billion Swiss Francs at end June 2009.

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