

PRESS RELEASE HOLLAND COLOURS

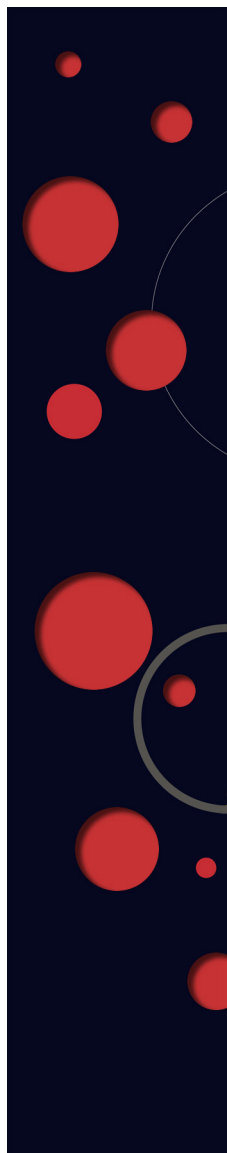
Proposal to cancel priority share

Holland Colours NV ("Holland Colours") announces its decision to propose an amendment of the articles of association (the "Articles") to effectuate the cancellation of the priority share held by the Foundation Priority Holland Colours (*Stichting Prioriteit Holland Colours*). The proposal will be submitted to the shareholders in an extraordinary meeting of shareholders to be held in April 2010.

The Board of Management and the Supervisory Board of Holland Colours consider a corporate structure without priority share more appropriate in light of the current corporate governance climate in the Netherlands. Therefore a proposal to amend the Articles will be submitted to the shareholders' meeting. Such decision has been approved by the Foundation Priority Holland Colours.

The competent authorities will still have to be consulted about the proposed amendment of the Articles.

Apeldoorn, January 6, 2010



HOLLAND COLOURS

Profile

- Approximately 380 employees;
- 2,000 customers in 80 countries;
- 10 locations;
- Worldwide network of agents;
- Each employee is shareholder.

Holland Colours NV is an independent Dutch company with offices in North America and Mexico, Europe and Asia. The company was founded in 1979 and has been listed on the NYSE Euronext Amsterdam Stock Exchange since 1989. Holland Colours makes products for colouring plastics, the main products being Holcobatch and Holcoprill. Both these products have the advantage of being free flowing, dust-free, and easy to dose. Furthermore, Holland Colours makes pastes for colouring silicones, elastomers, PET packaging and other applications.

Holland Colours concentrates worldwide on three focus markets:

- Building & Construction (especially PVC applications);
- Packaging (especially PET applications);
- Silicones & Elastomers.

Approximately 85% of the turnover is realised in these three markets.

Virtually the entire production is generated by our four principal plants in the Netherlands, Hungary, the United States and Indonesia. The turnover of the new production site in China is growing fast.

Holland Colours is organised in three regional divisions that operate as profit centres in their specific region: Europe (including the Middle East and Africa), Americas and Asia. Turnover is roughly distributed between Europe (60%), North and South America (30%) and Asia (10%).

Important dates:

February 8, 2010	Trading update
June 1, 2010	Publication of the 2009/2010 annual figures
July 5, 2010	General Meeting of Shareholders at 1.30 pm at the offices of the Company
August 5, 2010	Trading update
November 4, 2010	Publication of the 2010/2011 half-yearly figures

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