



NEW DAY ALUMINUM INTRODUCES NICHE, ITS SPECIALTY PRODUCTS BUSINESS, ALONG WITH SCOTT CROFT, ITS NEW CHIEF OPERATING OFFICER

Gramercy, LA – February 1, 2019 – New Day Aluminum Holdings LLC, the parent of Noranda Bauxite & Alumina, has rebranded its specialty products business as **NICHE**, a ready acronym for Noranda **I**ndustrial **C**hemicals. NICHE will include Noranda’s Gramercy-based chemical grade alumina (CGA) business as well as ARC Fused Alumina, the company’s white fused alumina manufacturing subsidiary in La Bâthie, France.

“We recently completed a significant expansion of our CGA capacity in Gramercy, so it made perfect sense to operate that part of our business as a separate entity,” said company Chairman David D’Addario. “It also made sense to include our other specialty products business, ARC Fused Alumina, under that same corporate umbrella. With additional acquisition activity on the horizon, we anticipate that NICHE will quickly rival in size our existing smelter grade alumina business.”

John Habisreitinger, who has been named President of NICHE, said: “The branding of NICHE demonstrates our commitment to our specialty products businesses and customers. For our long-standing customers only the name has changed, as we will continue to supply the same top-quality products as we always have.” Gary Bonham, who will be Vice President and General Manager of NICHE’s Chemical Products division, added: “With our customers’ needs growing, NICHE helps prepare us to become an even bigger player in the CGA market in the United States. It also gives us a platform to grow our specialty products businesses worldwide.”

In conjunction with its expanded corporate structure, the company announced the hiring of Scott Croft as its Chief Operating Officer. Mr. Croft, who has 20 years of aluminum industry experience with recent executive positions at Granges NA and Kibar Americas, will be based at the company’s Gramercy headquarters. He will be responsible for the operations of New Day’s businesses worldwide, including Noranda Bauxite & Alumina and NICHE. Mr. Croft has a degree in Metallurgical Engineering from the University of Pittsburgh and an M.B.A. from Syracuse University.

“We could not be more pleased that Scott is joining our senior management team,” said Mr. D’Addario. “He knows a good part of our business firsthand from his prior work experience, and shares our vision to become a more significant player in the industry worldwide.” Mr. Croft added: “I look forward to working with this very talented team and these world class assets. We have a unique opportunity to grow our business upon multiple platforms and I look forward to helping this team as we continue to expand and move the business forward”.

About New Day: In addition to NICHE, New Day’s holdings include Noranda Bauxite, located in St. Ann, Jamaica, which mines and ships bauxite for metallurgical and non-metallurgical applications globally, and Noranda Alumina, located in Gramercy, Louisiana, which produces smelter grade alumina for the production of aluminum. New Day is principally owned by the partners of DADA Holdings. DADA is an investment and management company based in Fort Lauderdale, Florida that makes control investments and manages companies in basic industries, such as metals and mining.

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