

Notification of Price Increases for Chemical

July 8, 2008

ZEON Corporation has announced that global selling prices for hydrocarbon resin and thermoplastic elastomer will be raised as listed below.

1. Price increase by the product type

Hydrocarbon resin	US\$ 250/MT
(Product name : Quintone):	(US Dollar 250 per metric tons)
Thermoplastic Elastomer SIS	US\$ 300/MT
(Product name : Quintac):	(US Dollar 300 per metric tons)

2. Effective date

The price rise will come into effect from August 1st, 2008 shipments.

3. Reason for the price increase

These price increases are required to partially offset the unprecedented increases in naphtha and crude oil prices. These new record prices effect on our primary raw materials and energy costs.

Given that these sudden rising prices are beyond our capacity to absorb, we have determined that upward revisions in our product prices are unavoidable.

For further information

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