

Notification of Price Increases for Chemical

November 9, 2009

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\$ 170 / MT
(Product name : Quintone):	(US Dollar 170 per metric ton)
Thermoplastic Elastomer SIS	US\$ 170 / MT
(Product name : Quintac):	(US Dollar 170 per metric ton)

2. Effective date

Price increase will come into effect from December 1st, 2009 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 prices effect on our primary raw materials and energy costs.

Given that these 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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