

Notification of Price Increase for Chemicals

March 31, 2011

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 (Product name : Quintone)
US\$ 220 / MT (US Dollar 220 per metric ton)
- Thermoplastic Elastomer SIS (Product name : Quintac)
US\$ 220 / MT (US Dollar 220 per metric ton)

2. Effective date

Price increase will come into effect from April 15th, 2011 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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