



A HUBER COMPANY

1000 Parkwood Circle, Ste 1000
Atlanta, GA 30339
Tel: +1 678 247 7300
Fax: +1 678 247 2797
solutions@cpkelco.com
www.cpkelco.com

FOR CONTACT INFORMATION:

Jane Schulenburg
Global Marketing Director
jane.schulenburg@cpkelco.com
Office: +1.678.247.7413
Mobile: +1.678.764.2237

Or for information, please visit www.cpkelco.com

FOR IMMEDIATE RELEASE

**CP Kelco Announces Global Price Increase
To Ensure Sustainable Supply**

Atlanta, Georgia, USA, November 23, 2011 – CP Kelco will increase prices across its portfolio of products by up to six percent effective December 1, 2011, or as contracts allow. “Strengthening our capabilities as we offset rising inflationary pressures will allow us to continue meeting our customer’s expectations for premium quality ingredients and developing high performance products,” says Charles Bowman, Vice President of Marketing.

CP Kelco continues to invest in both debottlenecking projects and capacity expansion to meet global increases in demand, as well as improving manufacturing capability to ensure world-class safety and high quality standards. “Our investments are essential to the strategy of CP Kelco to be a sustainable, secure partner in both mature and emerging markets for specialty hydrocolloids,” says Bowman.

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ABOUT CP KELCO:

CP Kelco is a leading global manufacturer and marketer of specialty hydrocolloids, with facilities in Europe, North America, Asia and Latin America. Owned by J.M. Huber Corporation, CP Kelco’s product lines include pectin, xanthan gum, carrageenan, cellulose gum, gellan gum, diutan gum, and other novel biopolymers, marketed under brand names including **CEKOL**[®], **FINNFIX**[®], **GENU**[®], **GENUGEL**[®], **GENUVISCO**[®], **GENULACTA**[®], **KELTROL**[®], **KELZAN**[®], **KELCOGEL**[®], **SLENDID**[®], **SIMPLESSE**[®], and **XANTURAL**[®]. For more information, visit www.cpkelco.com or call/e-mail the above mentioned contact.