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**FOR IMMEDIATE RELEASE**

**CP Kelco Announces Global Price Increase  
Across All Product Lines**

**Atlanta, Georgia, USA, July 9, 2010** -- CP Kelco will raise prices up to 10% across all product lines, effective August 1, 2010, or as contracts allow. Major products lines affected include carboxymethyl cellulose (CMC), pectin, xanthan gum and carrageenan, as well as select specialty biopolymers.

"Increases in global demand have affected the supply of critical raw materials such as fruit peel and cellulose, while other raw materials have experienced steep cost increases throughout the first half of 2010," says E. Charles Bowman, Vice President of Marketing.

CP Kelco is investing in additional capacity to meet global increases in demand, as well as improving manufacturing capability to ensure high safety and quality standards. "As we bring this new capability on line, it will enable us to better serve our customers as they continue to develop new products and strengthen their brands in the global marketplace," 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 and wellan gum, and other novel biopolymers, marketed under brand names including **AxCel**<sup>®</sup>, **CEKOL**<sup>®</sup>, **GENU**<sup>®</sup>, **GENUGEL**<sup>®</sup>, **GENU pHresh**<sup>™</sup>, **GENUVISCO**<sup>®</sup>, **GENULACTA**<sup>®</sup>, **KELTROL**<sup>®</sup>, **KELCOGEL**<sup>®</sup>, **SLENDID**<sup>®</sup> and **SIMPLESSE**<sup>®</sup>. For more information, visit [www.cpkelco.com](http://www.cpkelco.com) or call/e-mail the above mentioned contact.