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**FOR IMMEDIATE RELEASE**

**CP Kelco Announces Global Price Increase  
To Several Strategic Product Lines**

**Atlanta, Georgia, USA, July 1, 2011** -- CP Kelco will increase prices on its portfolio of products to not only offset inflation, but to cover investments to extend its hydrocolloid capabilities and global reach. Prices will increase up to 10% on KELTROL<sup>®</sup> and KELZAN<sup>®</sup> xanthan gum, and GENU<sup>®</sup> pectin and carrageenan grades. FINNFIX<sup>®</sup>, CEKOL<sup>®</sup> and other carboxymethyl cellulose (CMC) products will experience significant increases, above 15%, effective July 1, 2011, or as contracts allow.

"This increase is required to address raw material fluctuations coupled with the need to strengthen our capabilities through capital investments, all done as we continue to serve our customers' expectations for premium, quality ingredients. These upgrades allow us to improve service levels while strengthening our product portfolio," says E. Charles Bowman, Vice President of Marketing.

CP Kelco continues to invest in additional capacity to meet global hydrocolloid demand, as well as to improve manufacturing capability to ensure high safety and quality standards. "Our investments are essential to the goal of CP Kelco to be a secure, trusted partner with our customers in the global 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, wellan gum and other novel biopolymers, marketed under brand names including **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.