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FOR IMMEDIATE RELEASE

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

Atlanta, Georgia, USA, November 18, 2010 -- CP Kelco will raise prices by up to 10% across all product lines, effective December 18, 2010, or as contracts allow. Major product lines impacted include pectin, xanthan gum, gellan gum and carrageenan. Additionally, carboxymethyl cellulose (CMC) prices will have significant increases for grades manufactured from cotton and other high viscosity cellulose raw materials.

"Critical raw materials have been adversely impacted by global weather conditions, higher demand and a global shortage of supply," says Dave Brotheridge, Vice President and Chief Financial Officer of CP Kelco.

"CP Kelco is aggressively working to secure supply for our customers, while reducing the long-term impact of this recent raw material volatility impacting all product lines," says Brotheridge.

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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 **CEKOL**[®], **GENU**[®], **GENUGEL**[®], **GENU pHresh**[™], **GENUVISCO**[®], **GENULACTA**[®], **KELTROL**[®], **KELCOGEL**[®], **SLENDID**[®] and **SIMPLESSE**[®]. For more information, visit www.cpkelco.com or call/e-mail the above mentioned contact.