

Notification of Price Increases for PVOH

April 7, 2010

NIPPON GOHSEI has announced that global selling prices for PVOH (Polyvinyl Alcohol) resin will be raised as listed below.

1. Price increases by area

PVOH (Product name : Gohsenol, etc.)

Asia, Oceania	: USD	200/mt
North America	: USD	200/mt
Central, South America	: USD	200/mt
Europe	: EURO	150/mt

2. Effective date

Effective immediately.

3. Reason for the price increases

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. Although we have made thorough cost-cutting efforts in order to maintain the stable supply as well as the business continuity, we have come to conclusion that upward revisions in our prices are unavoidable.

For further Information

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