



**NORTH AMERICA RUBBER CARBON BLACK
PRICE INCREASE ANNOUNCEMENT**

October 18, 2010

Dear Valued Customer,

Effective **November 15, 2010**, Columbian Chemicals Company will increase prices for all products sold in North America to Rubber Carbon Black Markets by 10-15 percent. Orders shipped on or after November 15th, 2010 are subject to this increase.

Pricing adjustments for customers with supply contracts will be implemented as agreements allow. Your Columbian Chemicals sales representative will be in touch with you to discuss in detail.

Years of cumulative cost increases without commensurate pricing adjustments and the prospect of investment by carbon black producers to support customer demand make this increase necessary. Columbian continues to streamline its operations and increase efficiency wherever possible. However, it is necessary to pass along a portion of these costs.

Your business with Columbian is valued and your continued support is appreciated.

Please contact your Columbian Chemicals sales representative for questions regarding this price change announcement.

Yours sincerely,

A handwritten signature in black ink, appearing to read "M. Bass", with a stylized flourish extending to the right.

Mark N. Bass
Director of Sales, North America
Rubber Carbon Black

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