



The Dow Chemical Company
1254 Enclave Parkway
Houston, TX 77077

July 1, 2010

RE: POLYETHYLENE RESIN PRICE INCREASE EFFECTIVE AUGUST 1, 2010

Dear Polyethylene Customer:

Effective August 1, 2010 The Dow Chemical Company (TDCC) will increase the selling price of all higher alpha olefin (C6 & C8) LLDPE and all LDPE resins in the United States by US\$0.04/lb.

Products included in this price increase are as follows:

- ATTANE™ Ultra Low Density Polyethylene (ULDPE) Resins
- DOWLEX™ Polyethylene (LLDPE) Resins
- ELITE™ Enhanced Polyethylene (EPE) Resins
- FLEXOMER™ Very Low Density Polyethylene Resins (VLDPE)
- TUFLIN™ Linear Low Density Polyethylene (LLDPE) Resins
- All LDPE Resins
- All other higher alpha olefin LLDPE Resins

Your local TDCC representative will contact you with details about this price increase and to answer any questions you may have.

We appreciate your continued business.

Sincerely,

A handwritten signature in black ink that reads "Glenn A. Wright".

Glenn A. Wright
Commercial Vice President
Basic Plastics, North America
The Dow Chemical Company