



March 15, 2012

DOW BUILDING SOLUTIONS PRICE INCREASE ANNOUNCEMENT

Dear Valued Customer:

Effective April 16, 2012, Dow Building Solutions, a division of The Dow Chemical Company will increase all prices on STYROFOAM™ Brand Extruded Polystyrene Insulation products sold in the United States in the amount of seven percent (7%) and increase the prices on Dow Polyisocyanurate Insulation products sold in North America by nine percent (9%).

For STYROFOAM™ Brand Extruded Polystyrene Insulation products, orders placed prior to the close of business on Thursday, April 5, 2012, with scheduled ship dates through Friday, April 13, 2012, will receive the current prices. All orders placed on or after Monday, April 9, 2012, and all shipments after Monday, April 16, 2012, will be priced at the new levels.

For Polyisocyanurate products, orders placed prior to the close of business on Friday, March 30, 2012, with scheduled ship dates through Friday, April 13, 2012, will receive the current prices. All orders placed on or after Monday, April 2, 2012 and all shipments on or after Monday, April 16, 2012 will be priced at the new levels.

Commercial bidding of jobs that are shipping after April 16, 2012, will be priced at the new levels. Quoted pricing for existing jobs is subject to price escalators as outlined in the price request form. Updated price sheets will be sent out on/before March 30, 2012.

As of April 16, 2012, we are changing our stop-over fee to more accurately reflect current costs. Our new stop-over fee will be \$100.00 per each stop.

In addition, to manage orders during this transition (March 15 through April 15, 2012), The Dow Chemical Company reserves the right to limit the quantity purchased in advance of this increase. Quantities shipped at current pricing during the transition period may not exceed your 2011 monthly average for the months of March and April, 2011. Quantities shipped above your monthly average will reflect the increased prices.

We are committed to delivering the highest level of service, to providing quality products, and to helping you enhance your business. Thank you for your continued support. If you have any questions, please contact your local Dow Sales Representative.

Sincerely,

Jim Gurnee
NA Marketing Vice President