



March 1, 2010

DOW BUILDING SOLUTIONS PRICE INCREASE ANNOUNCEMENT

Dear Valued Customer:

Effective April 1, 2010, Dow Building Solutions, a division of The Dow Chemical Company, will increase the prices on Dow Building Solutions products sold into the building and construction markets per the table below.

Product(s)	Percent Increase
Dow Polyisocyanurate Insulations	5%

Orders placed prior to the close of business on Wednesday, March 31, 2010, with scheduled ship dates through Wednesday, April 14, 2010, will receive current prices. All orders placed on or after Thursday, April 1, 2010, and all shipments on or after Thursday, April 15, 2010, will be priced at the new levels.

Commercial bidding of jobs that are shipping after April 1, 2010, will be priced at the new levels. Quoted pricing for existing jobs is subject to price escalators as outlined in the price request form. Your new product specific prices will be communicated to you by March 16, 2010.

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
Director, N. A. Marketing