

May 28, 2012

**Price Increase of Titanium Dioxide in the Asia-Pacific Region**

Ishihara Sangyo Kaisha, Ltd. and its affiliates have announced a price increase of Tipaque® titanium dioxide (TiO<sub>2</sub>) by US\$300 per metric ton in the Asia-Pacific region effective as from July 1<sup>st</sup>, 2012.

The price increase is necessary to cover the sustained impact of significant increases in costs of raw materials. And this increase is required to ensure our stable supply of TiO<sub>2</sub> for our dedicated customers in the future.