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The Dow Chemical Company  
1254 Enclave Parkway  
Houston, TX 77077

January 6, 2012

**RE: Low Density Polyethylene Resin Price Increase Effective February 1, 2012**

Dear Polyethylene Customer:

This letter is to announce that effective February 1, 2012 or as contracts allow, The Dow Chemical Company (TDCC) will increase the selling price of all low density polyethylene resins in the United States by US\$0.04/lb.

This increase is in addition to all of Dow's previously announced price increases.

Your local Dow 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, appearing to read "Mauro Gregorio", enclosed in a large, stylized oval flourish.

Mauro Gregorio  
Commercial Vice President  
Performance Plastics, North America  
The Dow Chemical Company