



Adheva, Inc.
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May 28, 2010

Dear Valued Customers,

The continual pressure on the raw material market has resulted in our suppliers implementing further price increases. In particular backing material and acrylic monomer/tackifier were hit by this action. In addition, the costs for energy and transportation soared dramatically - expenses that you may have been confronted with in your company as well.

With a raw material portion of approx. 70 % in OPP products, our sharp cost control in all sectors as well as the further improved automation in our production only have limited influence. As a result, Adheva, Inc. has no choice but to implement a price increase of 5% to our emulsion, 7% to our solvent acrylic, and 7% to our hot melt products effective June 28, 2010.

We will continue to fulfill orders for immediate shipment at the current pricing until 5:30PM PST on June 25, 2010 provided sufficient inventory is available. Any orders received after that time will be billed at the new pricing.

We appreciate your continued business and support. We know that you have many choices and we thank you for choosing Adheva. We look forward to assisting you with your packaging tape needs and providing you with the top notch service and solutions that you have come to expect from Adheva.

If you have any questions regarding the price increase or your special volume pricing, please contact your Adheva sales representative.

Sincerely,

Adheva, Inc