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www.neenah.com

October 1, 2018

Dear Valued Customer,

This letter is to inform you that Neenah, Inc.'s, Consumer Division is announcing a 5-8% price increase on all current brands. The price increase will be effective with purchase orders placed on or after December 1, 2018*.

Select items will be increasing an additional 5-15% effective Jan 1, 2019 pending the planned implementation of a 25% tariff, as previously announced by the U.S. Government, on all imports coming from China into the United States on Jan. 1 2019.

Brands:

Astrobrights®, Astroparche®, Capitol Bond®, Classic®, Crane®, Creative Collection™, Environment®, Exact®, Neenah®, Neenah® Color Copy, Professional Series®, Royal Metallics®, Royal Sundance™, Southworth®, Private Label Products

While Neenah Inc. makes every effort to maintain some of the most competitive prices in the marketplace, our rising manufacturing costs have necessitated an increase at this time.

A revised pricing list will be sent to you shortly.

This price increase will ensure our ability to continue providing you with the high-quality products and services you've come to expect from Neenah Inc.

Should you have any questions please contact your account representative, Neenah's customer support team at 1-800-950-3275 or your Neenah sales representative.

We appreciate your continued support.

Sincerely,

A handwritten signature in blue ink that reads "Kingsley E. Shannon". The signature is fluid and cursive, with the first name being the most prominent.

Kingsley E. Shannon
Vice President, Global Consumer Sales and Marketing

*Orders placed prior to December 1, 2018 must include your standard order to shipment lead time (not to exceed 10 days). No "forward buys".