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FOR IMMEDIATE RELEASE

JUST IN TIME FOR SUMMER, RETROFIT PHILLY "COOLEST BLOCK" CONTEST WINNERS GET ENERGY EFFICIENCY MAKEOVER

- *Dow's cool roof technology and air sealing products to help Philadelphia row homes stay cooler in summer and warmer in winter – and lower utility bills*

PHILADELPHIA, PA, June 18, 2010 – The residents of the homes on Philadelphia's 1200 block of Wolf Street will celebrate victory in "The Coolest Block" contest at a party on June 19th that will also mark the official start of work on energy efficiency upgrades for the block. Sponsored by The Dow Chemical Company, the Energy Coordinating Agency of Philadelphia (ECA) and the City of Philadelphia, the contest brought dozens of communities and neighborhoods together to compete for energy efficiency improvements that will help keep their homes cooler in summer and warmer in winter and lower their utility bills.

The "Coolest Block" contest is part of a larger effort to make Philadelphia "the greenest city in America," and Saturday's festivities will draw a number of prominent supporters of the energy efficiency initiative. Philadelphia Mayor Michael A. Nutter, who recently signed legislation requiring that all new residential and commercial construction in the city include reflective or green roofing, will attend, as well as nationally acclaimed "cool roof" advocate Dr. Hashem Akbari, a professor at Concordia University in Montreal and a member of the Heat Island Group at Lawrence Berkeley National Laboratory, who is currently coordinating the "100 Cool Cities" initiative to cool urban heat islands and counter global warming.

Torsten Kraef, group vice president, Building and Construction for The Dow Chemical Company, said, "Reducing energy consumption and greenhouse gas emissions has become a critical issue for our society. The "Coolest Block" contest winners prove that communities that have access to affordable and practical solutions will become active participants in energy efficiency initiatives. When residents, local governments and businesses come together, the potential for positive change is tremendous."

News Release

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For inhabitants of Philadelphia's traditional row homes, built before many of today's energy-saving technologies were available, the departure from sweltering summers and drafty winters will indeed be a welcome change. The residents of the winning 1200 block of Wolf Street will benefit from the application of elastomeric roof coatings manufactured by ACRYMAX Technologies Inc., which contain Dow's acrylic technology. Additionally, following an energy audit from basement to rooftop, the homes will be retrofitted with Dow's air sealing and insulation products, such as its THERMAX™ Sheathing, FROTH-PAK™ Foam Insulation, and GREAT STUFF™ Foam Sealant, to reduce air leakage, further improve the indoor comfort and realize up to 30 percent energy savings.

"At Dow, we're on an ongoing journey to bring practical, affordable energy-efficient solutions to cities and communities around the world," said Kraef. "A few weeks ago, in Michigan, we unveiled – with our partners – a Net Zero Energy home that generates more energy than it uses, thanks to many Dow's advanced building technologies and products. Here in Philadelphia, we're especially proud to play a role in "greening" this great city's future and preserving the charm of its history-steeped neighborhoods.

"As longtime corporate neighbors, we fully support the City's and the ECA's efforts to promote energy efficiency education and awareness among all Philadelphia residents. Dow's own 2015 Sustainability Goals include commitment to helping the world address climate change issues, commitment to the success of the communities in which we live and work, and our internal commitment to more efficient use of resources. Our Sustainability Goals and the RetroFit Philly initiative are anchored in the same sense of responsibility for our world's future."

About The Dow Chemical Company

Dow combines the power of science and technology with the "Human Element" to passionately innovate what is essential to human progress. The Company connects chemistry and innovation with the principles of sustainability to help address many of the world's most challenging problems such as the need for clean water, renewable energy generation and conservation, and increasing agricultural productivity. Dow's diversified industry-leading portfolio of specialty chemical, advanced materials, agrosciences and plastics businesses delivers a broad range of technology-based products and solutions to customers in approximately 160 countries and in high growth sectors such as electronics, water, energy, coatings and agriculture. In 2009, Dow had annual sales of $45 billion and employed approximately 52,000 people worldwide. The Company's more than 5,000 products are manufactured at 214 sites in 37 countries across the globe. References to "Dow" or the "Company" mean The Dow Chemical Company and its consolidated

subsidiaries unless otherwise expressly noted. More information about Dow can be found at www.dow.com.

About Dow Building & Construction

A business group within Dow's Advanced Materials Division, Building & Construction is comprised of two business units – Dow Building Solutions and Dow Construction Chemicals – each of which offers strengths in channel management, branding, technology development / support and demand creation. The two business units collectively employ about 1,700 people worldwide, and generate almost $2 billion of revenue while operating more than 30 plants worldwide. Through its strong sales support, customer service and building science expertise, Dow's Building & Construction business units provide meaningful solutions for customers today, while also addressing the industry's emerging needs and demands with advanced industry knowledge.

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