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US INK ANNOUNCES PRICE INCREASES for COLDSET and NEWS INK PRODUCTS

CARLSTADT, NJ – Sept. 29, 2006 – US Ink, the largest news ink manufacturer in the United States and a division of Sun Chemical, today announced price increases for coldset and news ink products, effective November 1, 2006. The price increases will vary depending on product type.

"Despite our best efforts to offset rising costs, the increased global demands for raw material feed stocks have created price escalation across a broad range of raw materials used in our inks," said Greg Lawson, president of US Ink. "Raw material price increases and, increased distribution costs make this price increase unavoidable."

Lawson said that as the market leader US Ink is dedicated to meeting the needs of its customers, and will continue to maintain the highest levels of quality, product innovation and customer service.

About Sun Chemical

Sun Chemical, the world's largest producer of printing inks and pigments, is a leading provider of materials to packaging, publication, coatings, plastics, cosmetics, and other industrial markets. With annual sales of approximately \$4 billion, Sun Chemical has over 12,000 employees supporting customers around the world. The Sun Chemical Group of companies includes such well-known names as Coates, Hartmann, Kohl & Madden, and US Ink.

Sun Chemical Corporation in the U.S. and Sun Chemical Limited in England are subsidiaries of Sun Chemical Group B.V., the Netherlands. Sun Chemical has headquarters in Parsippany, New Jersey, U.S.A.; Slough, England; and Weesp, the Netherlands. For more information, please visit our Web site at www.sunchemical.com.

About US Ink

As the industry's only 100% news ink company, US Ink is dedicated to serving the newspaper and commercial non-heat printing markets. The company's national operations are structured into five regions, with 12 manufacturing facilities providing close, responsive support to the nation's newspapers. With ongoing advanced research and development, US Ink, a division of Sun Chemical, leads in the introduction of quality, innovative, high-performance products for the newspaper and commercial printing industries. More information about US Ink's products, services, and extensive customer quality and productivity support programs are available on the company's website at www.usink.com.