Kraton Enhances Polymer Offerings

Technology Allows for Revolutionary Process Capabilities and Performance Attributes

HOUSTON, April 24, 2014 -- Kraton Performance Polymers, Inc. (NYSE: KRA), a leading global innovator and producer of Styrenic Block Copolymers (SBCs) and other engineered polymers, today announced the introduction of two new high-performance styrenic block copolymers (HSBCs). Kraton™ MD6951 and MD1648 present a unique balance of high elasticity, extraordinary tensile strength and exceptional lower melt viscosity, which will allow for a host of new process applications to be explored. Both polymers are an extension of the versatile family of HSBCs - Kraton A and ERS polymers - and will enable innovators to pursue melt blown, injection molding, rotational molding, compression molding, or textile processes, while maintaining the softness, strength, and pliability of their products.

Kraton™ MD6951

MD6951 is the newest HSBC in the Kraton A family, and has an enhanced flow capability never before seen on the market. It has several potential applications, including soft touch over molding, which produces such products as cell phone protectors and power tool grips, protective cling films and sound dampening materials. MD6951 maintains the reliability and hallmarks of the Kraton A family, such as softness, ease of use and compatibility. Additionally, its increased polarity makes it compatible with thermoplastic polyurethane, polystyrene, polyphenylene oxide, among others. MD6951 is FDA-compliant, possesses exceptional elasticity, and makes everyday products more durable, resilient, and comfortable - adding value for product innovators, while expanding process application techniques.

Kraton™ MD1648

MD1648 is an enhanced rubber segment (ERS) styrenic block copolymer. ERS polymers are compatible with polyolefins such as polypropylene and polyethylene - plastics used in such materials as elastic non-wovens for applications such as surgical and protective apparel, diapers and industrial textiles. Historically, SBCs had certain limitations because of high viscosity making them unsuitable for fine fiber processing. However, because MD1648 possesses high elasticity and strength together with exceptionally low viscosity, it can run on existing melt blown process equipment. This opens the door for manufacturers to create products that are more flexible, softer and can produce quieter fabric constructions. In addition, MD1648 may be leveraged to improve polypropylene modified household goods, automotive parts, hot melt adhesives like bonding tapes, spray and aerosol adhesives, and insulating materials.

According to Lothar Freund, Vice President of Technology at Kraton, “We are excited about what these two technical advances mean for our customers and the future of the polymer industry. MD6951 and MD1648 allow many different industries to explore new markets and uncover new process applications that were never before available. We are proud to bridge this gap that will allow innovators across the globe to produce new and better products that will enhance our everyday lives.”

About Kraton Polymers

Kraton Performance Polymers, Inc., through its operating subsidiary Kraton Polymers LLC and its subsidiaries, is a leading global producer of engineered polymers and styrenic block copolymers ("SBCs"), a family of products whose chemistry was pioneered by us almost fifty years ago. SBCs are highly-engineered thermoplastic elastomers, which enhance the performance of numerous products by delivering a variety of attributes, including greater flexibility, resilience, strength, durability and processability. Our polymers are used in a wide range of applications, including adhesives, coatings, consumer and personal care products, sealants and lubricants, and medical, packaging, automotive, paving, roofing and footwear products. We currently offer our products to a diverse group of more than 800 customers in over 60 countries worldwide, and are the only SBC producer with manufacturing and service capabilities on four continents. We manufacture products at five plants globally, including our flagship plant in Belpre, Ohio, as well as plants in Germany, France and Brazil, and a joint venture plant operated in Japan.

Forward Looking Statements

This press release may contain "forward-looking statements," which are statements other than statements of historical fact and are often characterized by the use of words such as "believes," "expects," "estimates," "projects," "may," "will," "intends," "plans" or "anticipates," or by discussions of strategy, anticipated performance, plans or intentions. All forward-looking statements in this press release are made based on management's current expectations and estimates, which involve risks, uncertainties and other factors that could cause results to differ materially from those expressed in forward-looking statements. These risks and uncertainties are more fully described in "Part I. Item 1A. Risk Factors" contained in our Annual Report on 10-K, as filed with the Securities and Exchange Commission and as subsequently updated in our Quarterly Reports on Form 10-Q. We hereby make reference to all such filings for all purposes. Readers are cautioned not to place undue reliance on forward-looking statements. We assume no obligation to update such information.

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