



GATES AND COMPANY
Two Greenville Crossing
4001 Kennett Pike, Suite 308
Wilmington, Delaware 19807
(302) 428-1338 • (302) 428-1339 fax

CLIENT NEWS – For Immediate Release

Gates and Company contact: David Gates, 302-428-1338 x. 16, dgates@gatesandcompany.com

July 2007

HERCULES INCORPORATED FORMS JOINT VENTURE WITH HEARTLAND RESOURCE TECHNOLOGIES

Wilmington, DE—Gates and Company is pleased to announce that its client, Hercules Incorporated of Wilmington, DE, has formed a research and development venture with Heartland Resource Technologies, LLC, creating a new venture called H2H Innovations. The new venture will focus on leveraging existing soy-based adhesive technologies from both companies to accelerate the development of new adhesive products for the wood products industry.

Gates and Company served as an advisor to Hercules in this transaction. Terms of the transaction were not disclosed.

###

Hercules manufactures and markets chemical specialties globally for making a variety of products for home, office and industrial markets. For more information, visit the company's website at www.herc.com.

Located in Pasadena, CA, Heartland Resource Technologies develops and markets low cost soy-based adhesive products used in the manufacturing of engineered wood products. For more information, visit the company's website at www.heartlandresource.com.

ABOUT GATES AND COMPANY

Gates and Company is a management consulting and investment banking firm dedicated to helping companies grow. With an impressive track record of helping numerous companies reach their goals, *Gates and Company* specializes in growth strategy formulation, investment banking, market research/analysis, business plan development, product/venture launch, routes to market, and mergers and acquisitions. Selected clients include: Antares Pharma, DuPont, DuPont Teijin Films, FMC Corporation, The Government of Japan (Ministry of Economy, Trade and Industry), Friama, Greene Tweed, Hercules, JADO Technologies, LG Chemical, mCom Financial Services, MedRisk, Metabo, National Biometric Security Project, New Age Blast Media, Parelec, Qualicon, Rohm and Haas, Soluziona, Ultrafine Technologies, Visionet Systems, WaveFront Research, and W.L. Gore. For more information, visit www.gatesandcompany.com.