

February 16, 2010

Dear Valued Customer:

Additional cost increases for raw materials used to manufacture PVC Packaging Films including those for resin, plasticizer, and processing aids, along with significant increases in the cost of packaging materials, make it necessary for Berry Plastics Corporation (Pliant) to raise its prices by 8% March 8<sup>th</sup> on all films. They include Supermarket, Cutter Box, Meat Processor, Converter, Laundry Wrap and Specialty Films. This increase is in addition to the 8% increase announced January 5, 2010.

The March 8% increase is effective with orders placed Monday, March 8<sup>th</sup>. Orders calling for your **normal monthly order requirements**, placed prior to close of business Friday, March 5<sup>th</sup> and specifying immediate will call or shipment, will be invoiced at pre-increase price levels.

Berry Plastics Corporation (Pliant) appreciates your business and understanding of the necessity of increasing prices due to rapidly rising costs. Please contact your local Berry/Pliant PVC Account Executive, or me (847-969-3317), if you have any questions on the dynamics, which have prompted the price increase.

Sincerely,  
Berry Plastics Corporation (Pliant)



Lou Skarosi  
Sales Director, PVC Films