



Pliant

January 5, 2010

Dear Valued Customer:

Continuing cost increases in the raw materials used in the production of PVC Packaging films, including resin and plasticizer, make it necessary for Berry Plastics (Pliant Corporation) to increase prices 8% on all of its PVC packaging films. The 8% increase on Meat and Produce films, Cutter Boxes, Case Ready, Laundry Wrap and Specialty Films will be effective with orders placed Monday, January 25th. All orders received by the close of business Friday, January 22nd, which call for your normal monthly order requirements and immediate shipment or will call, will be invoiced at current price levels.

Berry Plastics (Pliant Corporation) appreciates your business and the opportunity of supplying your packaging film requirements. Please contact your sales representative, or me (847-969-3317), if you have any questions on the dynamics which necessitated the price increase or on its implementation.

Sincerely,
Berry Plastics (Pliant Corporation)

A handwritten signature in black ink, appearing to read "Lou Skarosi". The signature is stylized and cursive.

Lou Skarosi
Sales Director, PVC Films