



January 13, 2012

To Our Valued Customers,

PVC resin raw material producers have made price increase announcements for both January and February of 2012.

Because of these resin price changes Berry Plastics will implement an increase of 5% on all PVC packaging films including Supermarket, Cutter Box, Case Ready, Converter, Laundry Wrap and Specialty Films effective with orders placed on Monday, January 30. All orders received by the close of business on Friday, January 27, which call for no more than your normal monthly order requirements and specify immediate shipment or will call, will be invoiced at pre-increase price levels.

As always, Berry Plastics will work closely with you to manage the impact of these pricing adjustments and keep you abreast of changing market conditions. Your local Berry Plastics sales professional is always available to answer any questions that you may have.

Thank you for your business and continued support.

Sincerely,

A handwritten signature in black ink, appearing to read "Bob Maltarich", written in a cursive style.

Bob Maltarich
Vice President – PVC
Specialty Films Division