



Berry Plastics Holding Corporation
1401 W. 94th Street
Minneapolis, MN 55431

June 19th, 2009

To Our Valued Customers:

Due to increasing international demand for polyethylene and rising feedstock costs, our raw material suppliers have implemented a \$.03/lb resin increase effective June 1st. Our suppliers have also announced a subsequent increase for July 1st that we continue to monitor.

As a result of the June 1st resin increase, Berry Plastics announces a **5%** increase on all Stretch Film products with any order placed on or after **July 13, 2009** calling for immediate shipment. Berry Plastics reserves the right to limit the size of those orders to historical quantities to better serve the anticipated demands of our customers.

Berry Plastics will work closely with you to minimize the impact of these pricing adjustments. Your local sales professional is always available to answer any questions and to keep you apprised of changing market conditions.

Thank you for your business and continued support.

Sincerely,

A handwritten signature in black ink that reads "John Ulowetz". The signature is written in a cursive, flowing style.

John Ulowetz
EVP, Sales & Marketing
Flexible Films Division