



March 25, 2011

Dear Valued Customer:

Raw materials used to manufacture PVC Packaging Films including PVC resin and plasticizer continue to increase. New announced price increases that we've received along with recent catastrophic events in Japan creating even more uncertainty make it necessary for Berry Plastics to raise our prices by 6% on PVC packaging films including Supermarket, Case Ready, Converter, Laundry Wrap and Specialty Films effective with orders placed on Monday, April 25. All orders received by the close of business on Friday, April 22, 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.

Berry Plastics appreciates your business and understanding of the necessity of increasing prices due to rising costs. Please contact your local Berry PVC Representative if you have any further questions.

Sincerely,  
Berry Plastics Corporation

A handwritten signature in black ink, appearing to read "Bob Maltarich", is written over a light blue horizontal line.

Bob Maltarich  
Vice President  
PVC Division