



April 18, 2011

To Our Valued Customers,

Raw Material producers have advised Berry Plastics that the two previously announced increases will indeed occur for March and April and at least one new additional increase has already been announced. The reasons cited for the continued price changes include:

- o Rising feedstock costs
- o Increasing resin demand due to an improving worldwide economy
- o Continued uncertainty in Middle Eastern oil producing nations
- o Tight supplies of certain materials due to production outages

Due to these most recent resin and plasticizer price changes Berry Plastics will implement an increase of 6% on all PVC packaging films including Supermarket, Cutter Box, Case Ready, Converter, Laundry Wrap and Specialty Films effective with orders placed on Monday, May 23. All orders received by the close of business on Friday, May 20, 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,

Bob Maltarich
Vice President – PVC
Specialty Films Division