

March 1, 2011

To Our Valued Customers:

Several polymer producers have advised Berry Plastics that previously announced raw material increases will indeed occur in February, and at least one additional increase has already been announced. The reasons cited for these price surges in 2011 are:

- Oil price increases in the US and abroad impacting the relative cost of feed-stocks
- Uncertainty over the situation in several oil producing nations in the Middle East
- Increasing demand for resin as markets recover from the global recession
- Rapidly growing demand for resin in the emerging markets.

Because of this most recent February resin increase, Berry Plastics will implement our previously announced increase of **7% - 12%** (actual increase amount will be product specific) on all Berry **Can Liner and Food Bag** products with orders placed on or after **March 28, 2011**. Berry reserves the right to limit the size of those orders to historical quantities to better serve the anticipated demands of our customers.

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,



Mike Jackelen  
Vice President of Sales – Institutional  
Specialty Films Division