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October 21, 2010

Dear Valued Customer:

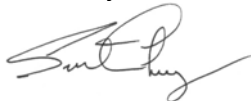
The costs of our key raw materials have increased substantially in the last 6 months. While we continually strive to keep costs down by improving our efficiencies and investing in our manufacturing technology, these latest increases are significantly impacting our cost structure for virtually all of our products. Some of the raw materials affected are tackifying resin, polyethylene, and rubber which are major components in our tape products. Natural rubber alone is up over 100% since this time last year.

Due to these circumstances, Berry Plastics Tapes & Coatings Division will be implementing a price adjustment on all Industrial tapes **effective for all orders placed on or after Monday, December 20, 2010**. Each product line is being evaluated individually, as we are working hard to minimize the impact to your business. Orders placed for immediate shipment on or before **Friday, December 17, 2010**, will be billed at current price levels.

Product Category	% Range Adjustment
Industrial Tapes	5 to 8%
Aerospace, B&C, Foil Tapes	5%
L Tape with 48 gauge PET	10%
L Tape (all others)	4%

As always, Berry Plastics Tapes & Coatings Division is committed to providing industry-leading service and high quality products at competitive prices. It is our goal, as a valued partner, to provide you with as much advanced notice as possible and to only pass on a price increase when absolutely necessary. On behalf of everyone at Berry Plastics, we thank you for and truly appreciate your business. If you have any questions, please contact your account manager or customer service.

Sincerely,



Grant Cheney  
Director of Sales, Industrial  
Berry Plastics Tapes & Coatings Division