

January 14, 2011

Dear valued customer,

Berry Plastics has experienced a consistent escalation in virtually all of our raw materials, coupled with increased operating costs such as energy, packaging, and freight. As always, we have done our best to absorb these expenses and limit the effect to our customers. However, due to the latest increase announcements from our suppliers, as well as the accumulation of what have been spiraling "other costs" we must take action and implement a price increase for our Patco and Specialty Tapes products.

Your sales representative will be contacting you shortly with your specific increase amount by product.

The new pricing will be in place effective for all orders shipped on or after February 14, 2011. Please be aware Berry plastics reserves the right to decline orders placed before the increase if they are not in line with historical purchasing quantities/patterns.

Please rest assured even though the raw material market has been and continues to be in a volatile state, we are in a position with our vendors where our supply chain should not be disrupted, and your product will be available to you, should an allocation situation return.

We here at Berry Plastics appreciate your business and strive to provide our customers with the best value in the industry.

If you have any questions, please contact your sales representative.

Regards,

Gerard Lamarre
Vice President, Specialty Products
Tapes, Bags, and Coatings Division