



Berry Plastics Holding Corporation  
1401 W. 94<sup>th</sup> Street  
Minneapolis, MN 55431

August 26, 2010

To Our Valued Customers:

Due to both planned and unplanned outages the resin market is experiencing a tight supply situation in many grades of polyethylene. As a result of supply imbalance, our resin suppliers have announced a \$0.05/lb resin price increase effective September 1, 2010. Those same suppliers have also announced a subsequent \$.04/lb. increase for October 1, 2010 which we will continue to monitor.

As a result of the September 1<sup>st</sup> increase, Berry Plastics announces a 8% increase on all Berry Stretch Film products with any **order placed on or after September 27, 2010 and/or shipping on or after October 11, 2010.** Berry Plastics reserves the right to limit the size of those orders to historical quantities to better serve the anticipated demands of our customers.

Berry Plastics will work closely with you to minimize the impact of these pricing adjustments. Your local sales professional is always available to answer any questions and to keep you apprised of changing market conditions.

Thank you for your business and continued support.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Patrick", written in a cursive style.

Mark Patrick  
Vice President of Sales – Stretch Films  
Specialty Films Division