



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

September 24, 2009

To Our Valued Customers:

Due to rising ethylene monomer feedstock prices, our raw material suppliers have implemented a \$.04/lb increase effective September 1<sup>st</sup>. This represents a total of \$.17/lb in resin increases year to date.

As a result of the September 1<sup>st</sup> resin increase, Berry Plastics announces a **6%** increase on all Stretch Film products with any **order placed on or after October 1, 2009 and/or shipping on or after October 15**. 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 that reads "John Ulowetz". The signature is written in a cursive, flowing style.

John Ulowetz  
EVP, Sales & Marketing  
Flexible Films Division