

January 6, 2012

To Our Valued Customers:

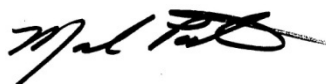
Polymer producers have advised Berry Plastics that a previously announced raw material increase will indeed occur in December and at least one additional increase has already been announced. The primary reason cited for the resin price change is rising feedstock prices.

Because of this most recent resin price change, Berry Plastics will implement an increase of **7%** (actual increase amount will be product specific) on all **Berry Stretch Film** products with orders placed on or after January 13, 2012 and shipments before January 27, 2012. 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,



Mark Patrick  
Vice President of Sales – Custom Films and Stretch Films  
Core Products Division