



Berry Plastics Holding Corporation
1401 W. 94th Street
Minneapolis, MN 55431

March 15, 2010

To Our Valued Customers:

Limited supplies of ethylene feedstock and resin continue to push polyethylene prices higher. As a result of these shortages, our resin suppliers have implemented a \$.06/lb. price increase effective March 1st. Those same suppliers have also announced a subsequent \$.05/lb. increase for April 1st which we will continue to monitor.

As a result of the March 1st increase, Berry Plastics announces a **7%** increase on all Berry and Pliant Stretch Film products with any **order placed on or after April 5th, 2010, and/or shipping on or after April 17th**. 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 cursive script, appearing to read "Mark Patrick".

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