



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

November 2, 2007

To Our Valued Customers:

Our resin suppliers have implemented another price increase - the fifth price increase of 2007. They have also notified us that a sixth increase is possible within the next 30 days. The resin manufacturers continue to cite strong export demand and rapid escalation in petroleum-based feed stocks as the impetus for these price increases.

As a result of this announced increase in raw material, Berry Plastics Holding Corporation ("BPHC") announces an **8%** increase on all Can Liner and Food Bag products with any order placed on or after **December 3, 2007**. BPHC reserves the right to limit the size of those orders to historical quantities to better serve the anticipated demands of our customers.

BPHC will work closely with you to minimize the impact of these pricing adjustments. Your local BPHC 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