



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

June 2, 2008

To Our Valued Customers:

In addition to the \$.03/lb increase previously implemented this year, our resin suppliers have also implemented a \$.03/lb raw material price increase on May 1, 2008 and a \$.05/lb increase on June 1, 2008. Additionally our resin suppliers have notified us of their intention to implement further increases in July. The resin manufacturers continue to cite strong export demand and continuing escalation in petroleum-based feed stocks as the impetus for these latest price increases. In addition to the aforementioned increases in raw materials, Berry Plastics has also sustained significant increases in the cost of utilities, packaging and transportation as a direct result of the same economic factors that are impacting the cost of plastic resins.

As a result of these increases in raw materials and other costs;

Berry Plastics announces a **12%** raw material increase and a **3%** general price increase. This **15%** increase on all **Institutional Can Liners & Food Bags** is effective with any shipment made on or after **July 7, 2008** (for orders placed by June 30, 2008 calling for immediate shipment).

Berry Plastics reserves the right to limit the size of those orders to historical quantities to better serve the anticipated demands of our customers.

Please note that our resin suppliers have advised us to expect an additional \$.07/lb increase on July 1. We will continue to monitor developments within the raw material supply chain and alert you shortly as to the amount and timing of additional increases as soon as possible. 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 rapidly 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