



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

July 18, 2008

To Our Valued Customers:

In our price increase announcement of June 30, we indicated that our resin suppliers had advised us to anticipate an additional \$.08/lb raw material increase. The volatility occurring within the energy markets over the past several weeks has continued to have a significant impact on the cost of raw materials and our raw material suppliers have announced their intention to implement the aforementioned \$.08/lb increase. This brings the total for this year to \$0.26 per pound. In addition to the increasing cost of raw material, Berry Plastics has experienced a rapid escalation in both the cost to receive raw materials and the costs to deliver our products to market.

As a result of this latest increase in raw material and transportation costs;

Berry Plastics announces a **12%** increase on all **Institutional Can Liners & Food Bags** effective with any shipment made on or after **September 1, 2008** (for orders placed by August 18, 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.

We will continue to monitor developments within the raw material supply chain and alert you should there be any changes. 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