



FOR APPROVAL

CONTACT

Jennifer Pastore
Schafer Condon Carter
312-464-1666
Jennifer@sccadv.com

NEW SOLOGRIPS® PACKAGE DESIGN

BRINGS ORDER AND POP! TO RETAIL IN SPRING 2006

HIGHLAND PARK, IL (May 1, 2006) - Solo Cup Company is introducing a new merchandising solution that makes it easier for consumers to shop, and retailers to stock, SoloGrips® plastic plates. The new upright design turns the vibrant red, yellow and blue SoloGrips plates into an eye-catching, faster-turning shelf display.

“It completely changes both the shopping and stocking experience,” said Beth Dahlke, vice president, marketing, Solo Cup Company. “The new design simplifies the shopping experience by allowing the customer to easily find the SoloGrips plates they’re looking for. Retailers will find that the packaging will stimulate multiple purchases due to the greater visibility of the product and its features.”

The rims of the plates sit on a streamlined plastic base inside each package, allowing the package to remain in an upright position. This creates an appealing, colorful billboard effect that’s sure to attract consumers. This new design is a win/win proposition for consumers and retailers.

-More-

The new packaging makes it simple for consumers to find the various colors and types of plates so they are able to coordinate their product selection for everyday or special occasion needs. Consumers are also able to see the patented handgrip design that makes SoloGrips plates easy to hold. Retailers will find the new package lets them maximize pack-out, more efficiently use shelf space and increase product turns. Solo will phase-in this latest packaging innovation beginning with the 7-inch snack, 9-inch lunch and 10-inch dinner plastic plates.

“This is the first step in a continuous process to improve the shopping experience for consumers and to help retailers improve store shelf productivity and drive sales volume,” added Dahlke.

Solo Cup Company is exclusively focused on the manufacture of disposable foodservice products for the consumer/retail, foodservice, packaging, and international markets with annual sales revenue of more than \$2 billion. Established in 1936 and headquartered in Highland Park, Illinois, the company has broad expertise in paper, plastic and foam disposables. A global presence with facilities in Europe, Asia, and The Americas, Solo Cup creates brand name products under the Solo, Sweetheart, Fonda, Hoffmaster, Creative Expressions and Sensations names. To learn more, visit the Solo Cup website at www.solocup.com.

###