



FOR IMMEDIATE RELEASE

SOLO CUP COMPANY JOINS FORCES WITH KEEP AMERICA BEAUTIFUL®
Partnership Includes Bare™ by Solo® Product Donations, Education and Employee Volunteerism
during Great American Cleanup™ Events Nationwide

HIGHLAND PARK, Ill., March 19, 2009 – Solo Cup Company today announced plans for its partnership with Keep America Beautiful (KAB), the nation’s largest community improvement organization. As a national sponsor of KAB and its Great American Cleanup, Solo will donate tableware products and educate consumers about environmentally preferable options in convenience tableware and single-use foodservice products while helping to beautify communities nationwide. Solo employees will be on-site at selected KAB cleanup events to educate consumer volunteers on environmentally preferable options in single-use tableware, as well as on recycling and composting. In addition, Solo will ask its employees to volunteer in the Great Solo Cleanup from March through June 2009, to help beautify the communities in which they live and work.

This year, Solo has donated thousands of cases of Bare™ by Solo® products to help serve food and beverages to more than 100,000 Great American Cleanup volunteers across the country. The product contribution includes cups made with 20 percent post-consumer recycled PET plastic, paper cups made with 10 percent post-consumer recycled content, and plates made with bamboo and other renewable materials such as sugarcane and other natural fibers.

Bare by Solo is the industry’s first full line of eco-forward™ single-use products for restaurants and consumers made using recycled, recyclable, compostable or annually renewable materials. Bare by Solo products are available at Target stores and other retailers. To find the nearest retailer of Bare by Solo products, visit www.barebysolo.com

“Our partnership with Keep America Beautiful is in keeping with our goal to be an industry leader in environmental sustainability,” said Robert M. Korzenski, president and CEO, Solo Cup Company. “We want people to understand their options and the inherent trade-offs associated with each material and disposal options in their community so they can make informed decisions about what best fits with their priorities.”

“We’re extremely grateful for Solo’s involvement in helping to make the Great American Cleanup an even bigger success this year,” said Matthew McKenna, president and CEO of Keep America Beautiful, Inc. “Solo is showing that single-use products can be more sustainable, and is giving consumers viable environmental lifestyle options. Solo is demonstrating a strong level of commitment to helping improve our environment and our communities.”

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Solo Cup Company is a \$1.8 billion company exclusively focused on the manufacture of single-use products used to serve food and beverages for the consumer/retail, foodservice and international markets. Solo has broad product offerings available in paper, plastic, foam, post-consumer recycled content and annually renewable materials and creates brand name products under the Solo®, Sweetheart® and Bare™ by Solo® names. The Company was established in 1936 and has a global presence with facilities in Canada, Europe, Mexico, Panama and the United States. To learn more about the Company, visit www.solocup.com.

Established in 1953, Keep America Beautiful combines education with hands-on stewardship to make America's communities cleaner, greener, safer, and more livable. The organization offers sustainable solutions that improve the physical and visual aspects of communities by focusing on issues of litter prevention, waste reduction/recycling, and community beautification. Through its network of nearly 1,000 affiliates and participating organizations, including 21 statewide organizations, Keep America Beautiful leads the way in protecting and enhancing local environments in more than 15,000 communities. For information, visit www.kab.org.

Great American Cleanup activities include beautifying parks and recreation areas; cleaning seashores and waterways; handling recycling collections; picking up litter; planting trees and flowers and conducting educational programs and litter-free events. The annual Great American Cleanup engages three million volunteers in more than 17,000 separate cleanup events, taking place March 1 through May 31, in all 50 states

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