



FOR IMMEDIATE RELEASE

**SOLO[®] UNVEILS CUSTOMIZABLE CUP
IN TIME FOR THE BIG GAME**
It's My Solo Cup[™] available nationwide

HIGHLAND PARK, Ill., January 16, 2009 – Keeping track of your drink as you enjoy the big game with friends and family just got a little bit easier. Solo Cup Company, best known for creating the iconic red party cup, today announced its newest consumer product development: It's My Solo Cup, a customizable plastic cup, perfect for avoiding “cup confusion” at parties.

With It's My Solo Cup's pre-attached label, party-goers can easily scratch their names or any creative design into their Solo cups. Identifying their cups is easy with more fun and less waste – all without the need for a messy permanent marker.

“Consumers who love our party cups have been writing their names on them for decades to avoid losing their drinks among the typical sea of red cups. They inspired this product,” said Kim Healy, vice president of consumer marketing at Solo. “For people who like to entertain, It's My Solo Cup offers the host less clean-up and even a clever conversation starter for guests.”

It's My Solo Cup is available now at Target and other select retailers nationwide in an 18 oz. size, and comes in classic red and yellow colors.

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Solo Cup Company is a \$2 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 expertise in paper, plastic and foam disposables 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.

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