



**FOR IMMEDIATE RELEASE**

**AN ICON SETS A NEW STANDARD: THE RED PARTY CUP GOES SQUARE**

*Solo Cup Company Introduces Squared™ Party Cups and Enhanced Heavy Duty Paper Plates*

HIGHLAND PARK, Ill., May 19, 2009 – Just in time for summer entertaining and barbeques, the classic red party cup is getting a whole new look. This May, Solo Cup Company will roll out Solo Squared™, a first-of-its-kind *Squared* single-use cup.

Solo's red plastic cup has become a party staple and a cultural icon since Solo introduced its first version in the 1970s. Now Solo has changed the shape of entertaining. The new design taps into an emerging trend toward square shapes in fashion, permanent tableware and glassware. In addition to its innovative shape, Solo Squared also has four ergonomic grips, ensuring a more comfortable and reliable hold.

"Solo Squared is the next evolution of America's favorite party cup, allowing family and friends to dine and entertain in style on any occasion," said Kim Healy, vice president of consumer marketing at Solo. "The red party cup has been such a big part of entertaining for 30 years, and Solo Squared will add even more flair to parties and gatherings for years to come."

According to Healy, market testing showed that consumers' response to the Solo Squared cups was overwhelmingly positive. Solo Squared will be available in 18-ounce and 9-ounce plastic cups in iconic red and blue colors. Solo Squared combo packs with 9-ounce cups, lids and multi-color straws help to reduce spills and are the perfect fit for smaller hands.

Though most recognized for its iconic red cup, Solo also is rolling out other new or enhanced offerings in its full line of single-use plates, cups, bowls and cutlery. Like Solo Squared, Solo's Heavy Duty line of paper products will receive a makeover this summer as well. Solo Heavy Duty plates are now 60 percent stronger, and bowls and cups have been added to the Heavy Duty line for the first time. In addition, the new plates, bowls and cups are available in modern and fashionable coordinating prints and patterns – a trend usually only seen in permanent tableware. Solo Heavy Duty products are durable, cut-resistant and grease-resistant, and recently were given a "highly recommended" rating by *Cook's Country* magazine – a publication of America's Test Kitchen – in a head-to-head comparison of several single-use plates. Solo's Heavy Duty line provides a stylish entertaining option while also helping to make daily meals more special.

The Solo Heavy Duty line will feature snack, lunch, and dinner sized paper plates, 20-ounce paper bowls and 9-ounce paper cups.

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](http://www.solocup.com).

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