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July 1, 2008

Dear Valued Customer:

Unprecedented times in the global economy are forcing our company to take measures to ensure our ability to meet the demands of you as a customer. Rapidly rising costs in nearly every aspect within our business requires action.

Our costs are rising on a daily basis with little notification. Immediate action is required to allow our company to fully meet your needs.

Due to the magnitude, the velocity and the duration of resin increases Berry Plastics is implementing the following resin adjustments effective August 1, 2008. These increases will be added to your current pricing schedule.

PP: \$.21/lb

PE: \$.12/lb

PS: \$.11/lb

PET: \$.10/lb

PVC: \$.10/lb

Your pricing will be further reviewed for adjustments at the next scheduled change date.

As a result of the escalating oil and related cost increases, the need for these price adjustments is unfortunate but necessary.

Berry Plastics is committed to being your supplier and will continue to reduce our cost in every manner possible to provide you products with the best value.

Sincerely,

A handwritten signature in black ink that reads "Ira Boots". The signature is written in a cursive, flowing style.

Ira Boots  
Chairman and CEO