



March 1st, 2011

Dear Valued Customer:

As you are most likely aware, the costs of our key raw materials have continued on their upward trend, coupled with unprecedented volatility in the raw materials supply chain. Berry Plastics has been able to mitigate the impact of these changes to our customer base by continuously improving our efficiencies and investing in our manufacturing technology. However, these latest increases have significantly impacted our cost structure for virtually all of our products. Some of the raw materials affected are tackifying resin, polyethylene, and natural rubber which are major components in our tape products.

Due to these circumstances, Berry Plastics Tapes & Coatings Division will be implementing a price adjustment on all Industrial tapes **effective April 2nd, 2011**. Orders placed prior to April 2nd, must be placed for **immediate shipment** within our standard lead times. Orders received after April 1st, 2011, will be entered at the new price. In addition, orders placed on or before this date will be limited to a historical 30 day supply for that item.

| Product Category | % Range Adjustment |
|--------------------------|--------------------|
| Industrial Tapes | 6 to 15% |
| Aerospace | 6 to 12% |
| L Tape with 48 gauge PET | 6% |
| L Tape (all others) | 6% |
| Patco | 6% |

As always, Berry Plastics Tapes & Coatings Division is committed to providing industry-leading service and high quality products at competitive prices. It is our goal, as a valued partner, to provide you with as much advanced notice as possible and to only pass on a price increase when absolutely necessary. On behalf of everyone at Berry Plastics, we thank you for and truly appreciate your business. If you have any questions, please contact your account manager or customer service.

Sincerely,

Grant Cheney
 Director of Sales, Industrial
 Berry Plastics Tapes & Coatings Division