



101 Oakley Street  
P.O. Box 959 (47706-0959)  
Evansville, Indiana 47710  
Tel: (812) 424-2904  
Fax: (812) 424-0128

October 29, 2014

Dear Valued Customer,

At Berry Plastics we strive to be the best supplier for your packaging needs. Berry has consistently invested in our business to provide you with leading technologies, innovation, productivity, quality and service at competitive market prices.

Over the past year we have seen a significant escalation in our costs of energy, transportation, raw materials and other production costs. We have aggressively tried to offset inflation with productivity. Actions taken in fiscal 2014 include facility consolidation, increasing our labor productivity, reducing all controllable costs, and investing capital to improve material usage, increase operational efficiency and create process innovation.

While we remain diligent in keeping our costs as low as possible, unfortunately we have not been able to fully offset the inflationary pressure we have experienced. As a result, Berry is announcing a 3-5% range price increase on all products shipped on or after December 1, 2014. Your Berry sales representative will be contacting you in the near future to discuss the details with you directly.

We are very appreciative of your business and look forward to working together with you as we all get through this challenging market environment.

Sincerely,

A handwritten signature in black ink, appearing to read "Jonathan Rich".

Jonathan Rich  
Chairman and CEO