



Berry Plastics Corporation Announces a Major Expansion in Peosta, Iowa

For Immediate Release:

EVANSVILLE, IN, September 30, 2010 – Berry Plastics Corporation is announcing today that its facility in Peosta, IA, has been selected for a major expansion of their manufacturing and warehousing operations. The Peosta plant makes injection blow molded, extrusion blow molded and stretch blow molded bottles for the healthcare, food and personal care markets.

Berry Plastics will invest in new bottle manufacturing equipment creating more than 12 new jobs and Captive Realty Company of Iowa will invest in the building expansion resulting in a total project capital commitment of approximately \$8.8 million. The project will begin immediately and is targeted for completion in the second quarter of 2011.

Curt Begle, President of the Rigid Closed Top Division of Berry, stated, "The expansion in Peosta will support the continued growth of our customers and the markets they serve with the most advanced manufacturing technology available. We are pleased to build on our outstanding workforce in Peosta and thankful for all our customers which use our products and have enabled us to execute on this opportunity."

David Kincade, Peosta Plant Manager, added, "We're excited to continue our 23 year history of growth in Peosta where we have enjoyed a terrific relationship with our community, government, and employees. The efforts extended by our government officials, including Peosta Mayor Dick Avenarius, the Peosta City Council, Iowa's Department of Economic Development and our partnership with the Greater Dubuque Development Corporation, were all instrumental in the selection of Peosta as the site for this important expansion."

"In either a good economy or a challenging economy, this is a fantastic project," said Greater Dubuque Development Corporation Vice-President of Existing Business, Dan McDonald. "We are proud of our relationship with this world-class company. Simply put, our region is better because of Berry Plastics continued growth in employment and commerce in the region."

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About Berry Plastics

Berry Plastics is a leading manufacturer and marketer of plastic packaging products. Berry Plastics is a major producer of a wide range of products, including open top and closed top packaging, polyethylene and PVC based plastic films, industrial tapes, medical specialties packaging, heat-shrinkable coatings, specialty laminates, and FIBCs. The company's 13,000 plus customers range from large multinational corporations to small local businesses. Based in Evansville, Indiana, the company has over 78 manufacturing facilities worldwide and over 16,000 employees.

Certain statements and information included in this release may constitute "forward looking statements" within the meaning of the Federal Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance, or achievements of Berry Plastics to be materially different from any future results, performance, or achievements expressed or implied in such forward looking statements. Additional discussion of factors that could cause actual results to differ materially from management's projections, forecasts, estimates and expectations is contained in the companies' SEC filings. The company does not undertake any obligation to update any forward-looking statements, or to make any other forward-looking statements, whether as a result of new information, future events or otherwise.