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NEWS RELEASE

Introducing X-FLEX™ Blast Protection System from Berry Plastics

Protection from Significant Blast Events, Reduces Injuries and Provides Structural Stability

Franklin, MA – November 17, 2008 – Berry Plastics Corporation, the industry's leading manufacturer of flexible films and tapes, has introduced X-FLEX™ Blast Protection System, an innovative, peel-and-stick solution that is designed specifically to absorb energy and mitigate debris hazards during a significant blast event.

Developed through a Cooperative Research and Development Agreement (CRADA) between the Engineer Research and Development Center (ERDC) of the US Army Corp of Engineers and Engineered Protective Systems of Berry Plastics Corporation, this new stretch-and-catch system uses the technology of elastomeric material to retrofit walls and greatly enhance the ability to mitigate secondary debris hazards associated with blast loads.

"We are excited to be able to introduce a truly unique and unparalleled product that is going to save lives, reduce injury and offer another level of protection to soldiers, military personnel, or anyone working in a structure that is located in a battle zone or high-risk arena," said Elizabeth A. Curran, Business Development Manager, Berry Plastics Corporation. "In areas where threat risk is high, X-Flex helps provide a measure of safety that was previously unavailable."

Rigorous full scale testing of X-Flex has resulted in proven performance to specific threat levels. (Level and supporting data are available upon request.) The fiber-reinforced polymer composite is engineered for adhesion to CMU, brick and other surfaces, and performs well across a wide temperature range and diverse environmental conditions. X-Flex is moisture, mold and fungus-resistant, and the environmentally friendly product contains no VOCs. Furthermore, it is easy to transport and store, and is equally efficient to install.

"These are factors that are critical to our military personnel," Ms. Curran said. "Unlike traditional methods for increased protection, which required specialized equipment, toxic materials, difficult transport and lengthy implementation through trained labor, X-Flex can be installed instantly – and performs as soon as it is installed. Two individuals can retrofit a 10-by-10-foot wall in a matter of minutes."

An exceptionally formulated adhesive system allows the patent pending X-Flex to be applied to the primed interior side of an exterior wall simply by removing the protective film liner and sticking the product to the wall. X-Flex is further supported by a simple fastener at the top and bottom of the wall at the floor and ceiling interface.



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“In areas where the prospect for blast occurrences is a constant threat, the performance of this product is literally the difference between life and death,” Ms. Curran said. “The X-Flex Blast Protection System is engineered for real world threats.”

For additional information, contact Elizabeth A. Curran, Business Development Manager, Berry Plastics Tapes and Coatings, 800.248.7659 x1672 or email elizabethcurran@berryplastics.com.

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-based plastic films, industrial tapes, medical specialties, heat-shrinkable coatings and specialty laminates. The company’s 17,000 plus customers range from large multinational corporations to small local business. Based in Evansville, Indiana, the company has 68 manufacturing facilities worldwide and nearly 14,000 employees. For more information, please visit <http://www.berryplastics.com>.

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