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NEWS

FOR IMMEDIATE RELEASE

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Pactiv's Manufacturing Innovation Chosen Foodservice Package of the Year

FALLS CHURCH, VA --- (Oct. 26, 2006) Pactiv Corporation's Tamper Evident Package With In Mold Labeling, was named the 2006 Foodservice Package of the Year in the fifth annual QSR Magazine-Foodservice & Packaging Institute Foodservice Packaging Awards competition.

Pactiv's packaging technology was deemed the "best of the best" from among 143 entries in seven categories. In addition to its top selection, the technology was selected for first place in "The Manufacturing Innovation" category in the competition.

In selecting this package, the judges said: "High speed robotics, in-cavity labeling, high pressure injection molding all coming together to produce a tamper evident package with superior visual appeal is a most impressive, industry-leading achievement. And the fact that it's microwavable, dual-ovenable, freezable and re-washable/reusable, makes it very consumer friendly."

"This was the most competitive group of entries we have had in our five year history with this competition, but Pactiv's package really impressed the judges. When it came down to a final vote for the overall winner, it was unanimous amongst the judges that this was the packaging of the year, " said John R. Burke, president of the Institute. "This innovation will no doubt change the industry for the better."

Winners of the other six 2006 Foodservice Packaging Awards categories included:

Consumer Convenience – Beverage Packaging – GLIDE 8 from Tray Innovations Inc.

Consumer Convenience – Food Packaging – XXL Chinese Rollz Box/XXL Taquito Box from Hot Stuff Foods, LLC.

Graphic Design Distinction – Single Package – Starbucks Chantico™ Cup and Lid from Solo Cup Company.

Brand Delivery – Family of Packaging – Corner Bakery Café Brand Packaging from Corner Bakery Café.

Children’s Meal Packaging – Kid’s Meal Tray and Activity Book from Paradise Bakery & Cafe; and

The Wow!! Factor – “My Cereal. My Way®” Cereal Box from Cereality Cereal Bar & Café.

For more information, please contact Beth Phillips, director of membership development and services, at the Foodservice & Packaging Institute at (703) 538-2800 or via e-mail at bphillips@fpi.org.

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A listing of all of the 2006 QSR-Foodservice & Packaging Institute Foodservice Packaging Awards winners is included in the attached pages. Prior to using photos of the award winners on the attached sheets, please contact Beth Phillips at bphillips@fpi.org.

Founded in 1933, the Foodservice & Packaging Institute, Inc. (FPI) is the material-neutral trade association for converters, raw material and machinery suppliers of foodservice packaging products.