



Milwaukee's Summerfest 2011 Taps Solo Cup Company to Provide Recyclable Cups
Solo teams with Summerfest, MillerCoors, and PepsiCo to enhance sustainability operations at world's largest music festival

CHICAGO, July 11, 2011 – Milwaukee's Summerfest is using Solo's PET plastic cup – made with the most recyclable plastic material available – for beverage service during this year's festival, which kicked off on June 29. Solo's PET cups are made out of the same material as PET water and soda bottles.

Summerfest selected Solo Cup Company's cups, which are being collected for recycling along with plastic soda and water bottles, as part of the festival's efforts to make its operations more sustainable. Summerfest partners MillerCoors and PepsiCo are also helping Summerfest "go green" by providing more than double the number of recycling bins for the cups and bottles at key locations around the festival grounds this year. In addition, Solo Cup Company employee volunteers are helping to educate festival goers and raise awareness of recycling opportunities throughout the 11-day festival.

"Solo strives to remain at the forefront of sustainability initiatives through innovative products and a company-wide culture of sustainability awareness," said Kim Frankovich, Solo's vice president of sustainability. "Through our product offerings, our employees and in our communities, Solo aims to educate consumers on sustainable options for single-use products. Milwaukee's Summerfest is a perfect venue in which to do this."

Summerfest is the latest venue to benefit from Solo's expertise in venue recycling solutions. Beginning in 2010, Solo teamed up with the Chicago Cubs, Allied Waste, Free Green Can and Levy Restaurants for the ongoing "Real Fans Recycle" program at Wrigley Field. The program improves the ballpark's environmental footprint by using cups made with 20% recycled soda and water bottles and then collecting the cups and bottles for recycling after each game. This summer, Solo has continued to expand recycling efforts at arenas and outdoor festivals in the Chicagoland area and also launched the Solo Cup Brigade®, a recycling program with Terracycle, Inc. for its Solo Squared® party cups.

For more than 75 years, Solo has brought innovative solutions to the marketplace for single-use products. From providing recycling programs for its customers to providing a full line of eco-forward products under its Bare® by Solo® line, Solo continues to provide new solutions and options to the single-use products industry.

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About Summerfest

Summerfest 2011 takes place June 29 ó July 3 and July 5 ó 10, from Noon until Midnight. Summerfest will be closed Monday. The World's Largest Music Festival and Milwaukee's cornerstone summer celebration attracts the music industry's hottest stars, emerging talent and local favorites. The Marcus Amphitheater and 10 additional stages, along with a diverse selection of food and beverage vendors, marketplaces and interactive exhibits, are set against the Lake Michigan and downtown backdrops, creating a festival experience like no other. Patrons can also enjoy Miller Lite, the Official Beer of Summerfest. For more details, visit www.Summerfest.com.

About Solo

Solo Cup Company is a \$1.6 billion company exclusively focused on the manufacture of single-use products used to serve food and beverages for the consumer/retail, foodservice and international markets. Solo has broad product offerings available in paper, plastic, post-consumer recycled content and annually renewable materials, and creates brand name products under the Solo[®], Sweetheart[®], Creative Carryouts[®] and Bare[®] by Solo[®] names. The company was established in 1936 and has a global presence with facilities in Canada, Europe, Mexico, Panama and the United States. To learn more about the company, visit www.solocup.com.

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