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**SOLO CUP COMPANY INTRODUCES
SOLOGRIPS™ SNACK PLATES AND BOWLS**

Successful Launch of SoloGrips™ Disposable Tableware Prompts New Line Extension

HIGHLAND PARK, IL (February 2, 2005) – On the heels of a successful new product launch, Solo Cup Company is proud to announce that it is extending its SoloGrips™ product line to include snack plates and bowls, providing added convenience to all eating occasions, whether it be mealtime or snacktime.

Developed to meet the consumer need for comfort and ease of use, SoloGrips was created to make entertaining and everyday occasions special. SoloGrips is the first ergonomic designed disposable tableware on the market. SoloGrips products feature unique, well-defined grip areas, making the products easier to hold and less likely to slip from the hand. SoloGrips disposables are also stronger and deeper, so they can hold more food and drink without bending or breaking.

SoloGrips, which was launched in March 2004, has been well received by retailers and consumers across the country. According to recent AC Nielson data, SoloGrips cups and plates are nearly in full distribution (over 80% ACV), and have contributed to double digit dollar and volume growth at key retailers.

In addition, SoloGrips has gained national media attention and accolades for its durability, attractiveness and unique design. SoloGrips has not only earned the *Good Housekeeping* seal of approval, but it has also been voted “Best Cups for One Meal” by *Real Simple* magazine. Today, the SoloGrips cup has quickly become the number one selling cold cup in the category, which represents more than \$180 million dollars in annual sales.

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SoloGrips disposables include the following product features and benefits:

<u>Features</u>	<u>Benefits</u>
Defined grip zones	Product differentiation Keeps fingers out of food Products fit any sized hand more comfortably
Grip security	Fewer spills and less mess Greater stability, functionality
Plates and bowls have deep well design	More room for larger helpings Easier to scoop food
Dinner plate compartment	Keeps foods separate
Unique & appealing aesthetics	Sleek, elegant look
Cut-proof, soak-proof	Confidence to serve any type of food or beverage

“We’re very proud of SoloGrips because it is the first ergonomic product line to offer unique, innovative benefits to help make consumers’ lives a little easier,” said Kimberly Healy, director of marketing, consumer division, Solo Cup Company. “SoloGrips really sets the bar for disposables.”

Solo supports all of its product lines and will continue to heavily promote SoloGrips in 2005 through targeted, integrated marketing efforts.

SoloGrips snack plates and bowls are scheduled to hit retail store shelves nationwide in March 2005.

Solo Cup Company is a privately owned manufacturer of disposable tableware and operates plants throughout the United States and worldwide. For more information, please visit www.solocup.com or contact Jennifer Pastore at 312-464-1666 or jennifer@sccadv.com.

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VISUAL: *SoloGripsSnackPlates.jpg*
SoloGripsBowls.jpg
SoloGripsFullLine.jpg