



**For Immediate Release**

**Solo Cup Company Advertises in Times Square for Holiday Party Season**  
*87 Million Consumers to View SoloGrips® Ad in Prime NYC Location*

HIGHLAND PARK, Ill., November 7, 2007 – Solo Cup Company products will add function and fun to countless holiday festivities this year. The Company's prominent placement on the Geoffrey-Tron of the flagship Toys"R"Us store on Broadway will help remind Times Square shoppers of how easy holiday entertaining can be.

The Company's 15-second SoloGrips® commercial first appeared on Monday, November 5, and will run four times per hour, or 96 times per day, until January 1, 2008. Spanning two 600 square foot video screens, the spot will be viewed by an estimated 87 million consumers during the 58-day span that includes Thanksgiving and the annual Macy's parade; Black Friday, the busiest shopping day of the year; Christmas and New Year's Eve.

"Solo is an integral part of holiday celebrations and nothing says 'celebration' like Times Square," said Steve Jungmann, Solo Cup senior vice president of consumer sales and marketing. "This is Solo's first appearance in this unique advertising outlet, which we believe is a great opportunity for consumers to connect with our brand this holiday season."

Located at 44th and Broadway, the Geoffrey-Tron is the only bi-directional video billboard in Times Square. Its distinct shape, utilizing both north and south directions along Broadway, extends over the sidewalk to engage the millions of pedestrians, drivers, shoppers and tourists that visit the area each day.

The SoloGrips commercial to be displayed in Times Square aired on national broadcast TV earlier this year, with placements on HGTV, The Food Network, Martha Stewart and Rachael Ray. The spot features a young woman nimbly working her way through a crowded party with her SoloGrips cup and plate firmly in hand.

Solo Cup Company is a \$2.2 billion company exclusively focused on the manufacture of disposable foodservice products for the consumer/retail, foodservice and international markets. Solo has broad expertise in paper, plastic and foam disposables and creates brand name products under the Solo and Sweetheart 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](http://www.solocup.com).

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Media Contact:

Katie McLennan, 312-577-1758

[kmclennan@digcommunications.com](mailto:kmclennan@digcommunications.com)

Analyst Contact:

Richard Ryan, 847-579-3603

[richard.ryan@solocup.com](mailto:richard.ryan@solocup.com)