



For Immediate Release

**SOLO CUP APPOINTS ROBERT FRONBERRY
SENIOR VICE PRESIDENT AND CHIEF INFORMATION OFFICER**

HIGHLAND PARK, Ill., November 12, 2007 -- Solo Cup Company (the "Company"), a leading provider of disposable foodservice products, today announced that it has appointed Robert Fronberry as senior vice president and chief information officer.

Mr. Fronberry, 53, was most recently employed by Broan Nutone Group, a division of Nortek. In his role as chief information officer of this building products company, he implemented systems that greatly improved the efficiency and productivity of logistics and supply chain operations, supported the rationalization of manufacturing sites, provided detailed operating level data for use by marketing and sales management, and improved customer service levels. Mr. Fronberry has extensive experience with SAP having directed three successful implementations.

Prior to Mr. Fronberry's tenure at Broan Nutone, he was chief information officer for Vivendi Water in Paris, France, a worldwide multi-billion dollar manufacturer and distributor of water treatment equipment and services. He has also held senior management level positions in IT at Modine Manufacturing Company and Case Corporation.

Mr. Fronberry holds a Bachelor of Business Administration degree from the University of Wisconsin and an MBA from Northwestern University.

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.

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Media Contact:
Angie Chaplin, 847-579-3503
angie.chaplin@solocup.com

Analyst Contact:
Richard Ryan, 847-579-3603
richard.ryan@solocup.com