



**FOR IMMEDIATE RELEASE**

**SOLO LAUNCHES NEW REVEAL™ LINE OF POLYPROPYLENE CUPS**  
*Company's first polypropylene cups expand market-leading beverage service solutions*

HIGHLAND PARK, Ill., June 12, 2009 – Solo Cup Company, a leading manufacturer of single-use products used to serve food and beverages, has announced the introduction of Reveal™ polypropylene cups – a new line of clear beverage cups especially designed for convenience stores, quick-serve restaurants and other foodservice establishments.

Reveal polypropylene cups provide foodservice operators a new choice when determining the best beverage service solutions for their customers. The Reveal cup product line includes a full range of sizes from 12 to 44-ounces and features single-lid solutions. According to Solo, the Reveal cup line has the most comprehensive single-lid fit solution in the polypropylene segment, which helps operators increase efficiency by reducing SKUs and cutting waste.

“Reveal polypropylene cups are a perfect compliment to Solo’s current, large breadth of plastic and paper cup offerings,” said Karin Wennerstrom, director of foodservice product category management at Solo. “We are proud of our ability to adapt to the needs of our customers while at the same time producing a new cup line of this caliber. This is a testament to the capabilities of our R&D and Manufacturing teams and to our company’s commitment to bringing the highest quality products to market.”

Reveal straight wall cups are available in 12, 14, 16, 18, 20, and 24-ounce sizes, with a single lid fitting all six cups. Reveal 32 and 44-ounce Go Cup® brand cups come in clear, white, or two stock prints, with one lid fitting both cups. All sizes are true flush-fill designs providing operators with more accurate portioning and better cost control. Reveal cups provide maximized graphics panels and can be custom printed in up to 10 colors to allow greater branding opportunities.

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Solo Cup Company is a \$1.8 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, foam, post-consumer recycled content and annually renewable materials, and creates brand name products under the Solo®, Sweetheart®, 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](http://www.solocup.com).

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