



**FOR IMMEDIATE RELEASE**

**HAVE A PHOTO WITH A SOLO® CUP? YOU COULD WIN \$5,000**

*Solo Cup Company Launches Online Photo Contest to Celebrate New Squared™ Party Cups*

HIGHLAND PARK, Ill., July 7, 2009 – Solo party cups have been part of countless celebrations and gatherings since the 1970s. This summer, Solo changed the shape of entertaining with Solo Squared™, a first-of-its-kind *Squared* single-use cup. To celebrate decades of great entertaining and the new Squared party cup, Solo Cup Company has launched an online photo contest with a grand prize of \$5,000 for the best photo featuring a Solo Squared cup. Consumers can enter their favorite photos at [www.SoloCups4ever.com](http://www.SoloCups4ever.com) until August 21, 2009. Photos featuring SoloGrips®, Ultra Colors® or Solo's iconic red cup are eligible for prizes, too.

In addition to the grand prize, two \$1,000 runner-up prizes will be awarded at the end of the contest. Daily and weekly prizes of \$100 gift certificates and free Solo Squared cups also will be awarded. Some restrictions apply. Please visit [www.SoloCups4ever.com](http://www.SoloCups4ever.com) for complete contest rules.

Solo Squared cups feature four grips for a more comfortable and reliable hold no matter where you grab it. The plastic cups are available in 18-ounce and 9-ounce sizes in iconic red and blue colors. Solo Squared combo packs with 9-ounce cups, lids and multi-color straws help to reduce spills and are the perfect fit for smaller hands.

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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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