



SOLO NAMES NEW VICE PRESIDENT OF SUSTAINABILITY

LAKE FOREST, Ill., March 10, 2010 – Solo Cup Company (the “Company”), a leading provider of single-use products used to serve food and beverages, today announced the appointment of Kim Frankovich to the position of vice president of sustainability. Ms. Frankovich will lead the functional area that addresses sustainability in the Company’s operations and products, provides customer support and builds beneficial community relationships with sustainability-focused organizations.

Ms. Frankovich has been employed by Solo Cup Company since 2005 as assistant general counsel. Over the past four years, she has been integrally involved in the Company’s efforts to educate customers, community leaders and consumers about sustainability in foodservice packaging.

“Solo has already taken important steps toward industry leadership in sustainability in a number of areas,” said Robert M. Korzenski, president and chief executive officer of Solo Cup Company. “Kim’s knowledge of our business, her understanding of our customers’ needs and her personal commitment to sustainability make her the perfect choice to lead our efforts, and will enable us to take a more holistic, formalized approach to drive more rapid progress.”

In 2008, Solo introduced Bare™ by Solo®, a broad line of eco-forward™ single-use foodservice products for restaurants and consumers. The Company has implemented operational improvements that reduced its energy use and is a national sponsor of Keep America Beautiful’s Great American Cleanup™. Recently, Solo partnered with Keep Chicago Beautiful to develop curriculum that offers middle-school students a practical introduction to sustainability. In 2009, the Company established the Solo Sustainability Action Network, a network of employee volunteers who work together to promote recycling and composting, and clean up litter in their communities.

For more information on the Company’s environmental initiatives, please visit www.solocup.com/sustainability.

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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.

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