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**Established FIBC Brands Marino Technologies, Rafypak, Atlas Bag and Walpole
Now Under Berry Plastics Tapes and Coatings Division**

Ownership results from corporate merger with large plastics manufacturer.

Four industry leading and globally established FIBC brands (Marino Technologies, Rafypak, Atlas Bag and Walpole) are now part of Berry Plastics - Tapes and Coatings Division.

/24-7PressRelease/ - FRANKLIN, MA, January 25, 2008 - Four industry leading and globally established FIBC brands (Marino Technologies, Rafypak, Atlas Bag and Walpole) are now part of Berry Plastics - Tapes and Coatings Division. Previously these brands were part of Covalence Coated Products, a division of Covalence Specialty Materials Holdings. The Berry Plastics Tapes and Coatings Division was created from the merger of Covalence Specialty Materials Holding and Berry Plastics, a leading manufacturer and marketer of plastic packaging products.

Known for innovative design, unparalleled quality and specialty bags, each of these world-renowned brands has enjoyed the stewardship of a consolidated ownership since 2004. As part of the new division, each brand will benefit from a full UN test lab, expanded R&D resources, seasoned management and operational efficiencies that are present in the new Berry Plastics - Tapes and Coatings Division.

"Innovation and specialty FIBCs have been principal drivers for the FIBC brands within the division," states Mr. Ernie Giordano, marketing manager for Berry Plastics - Tapes and Coatings Division. "I am very pleased with the benefits of the added scale and financial resources that the new division affords the FIBC products and in turn to our customer base," he added.

Efficiency is a key component of the merger and already present in the actions of the new division. "One of the early benefits has been the consolidation of our two independent production facilities in Mexico into a single streamlined, vertically integrated plant in Atlacomulco, Mexico that can efficiently produce the fabric, webbing, and bags to meet the brand demands as well as other applications." according to Giordano.

Meeting customer needs will be a brand distinction of the Berry Plastics - Tapes and Coatings products. "Production agility in response to market demands is a luxury that is now part of the daily operations that we can add to our established history of delivering excellence in quality, innovation and service. I am confident that our customers will appreciate the flexibility, speed and quality that we will be delivering." states Mr. Giordano.

Ernie Giordano can be reached at erniegiordano@berryplastics.com or by calling 508.918.1684.

About Berry Plastics

Berry Plastics is a leading manufacturer and marketer of plastic packaging products, polyethylene-based plastic films, industrial tapes, medical specialties, packaging, heat-shrinkable coatings and specialty laminates. Berry Plastics provides a wide range of open top and closed top packaging as well as comprehensive packaging solutions to over 12,000 customers, ranging from large multinational corporations to small local businesses. It is also the number one producer domestically of trash bags, duct tape and niche laminated and coated products. Among its leading brands are Ruffies and Rhino-X trash bags; Film-Gard plastic sheeting; Nashua tapes; Covalence Raychem heat-shrinkable coatings (Raychem is a trademark of Tyco Electronics Corporation and Nashua is a trademark of Nashua Corporation; each are used under license by Covalence); Polyken pipeline coatings; Thermo-ply and Energy-Brace wall sheathing; as well as R-Wrap and Barricade house wraps. The Company is based in Evansville, Indiana and with the merger of Covalence, has more than 50 manufacturing facilities worldwide and more than 13,000 employees.