



February 28, 2007

To Our Valued Customers:

Due to continued escalation in the cost of paper-based raw materials and other costs, Solo Cup Company is announcing an 8% price increase on all Solo®, Sweetheart® (including Sherri®) and Fonda® paper products.

On January 29<sup>th</sup>, we implemented a new enterprise computer system providing you the ability to combine your purchases of Solo, Sweetheart, and Fonda products. Due to this recent implementation, the effective date of this price increase will be May 15, 2007. The product categories include:

- Hot and cold paper drink cups
- Buckets, tubs, french fry scoops, food containers and paper lids
- Dinnerware and plates, including coated and printed
- Water cups, including flat bottom
- Paper soufflés
- Conical cups and vending cups
- Barns, boxes and trays

All stock and special print orders placed by Monday, May 14, 2007 for immediate shipment, will be accepted at current prices. Orders placed between now and May 14, 2007, will be limited to normal buying quantities and we reserve the right to restrict orders that exceed normal purchasing quantities. Contract and bid prices will increase on this date subject to the terms of existing agreements.

All orders received after 5:00 p.m. Eastern Time on May 14, 2007, will be billed at the new, higher prices.

Solo Cup Company is committed to meeting the needs of our customers by providing superior value in disposable foodservice products. Thank you for your continued support of the Solo product lines.

Sincerely,

A handwritten signature in black ink that reads "Bill Rickert". The signature is written in a cursive, flowing style.

Bill Rickert  
Vice President  
Foodservice Distributor Sales