

**Berry Plastics Celebrates IPO on the New York Stock Exchange  
Chairman and Chief Executive Officer Jonathan D. Rich to Ring The Opening Bell<sup>SM</sup>**

**Who/What:**

Executives and guests of Evansville, Ind.-based Berry Plastics, a leading manufacturer and marketer of plastic packaging products, will visit the New York Stock Exchange (NYSE) to celebrate the company's initial public offering. Berry Plastics began trading on the NYSE on October 4, 2012 under the ticker symbol "BERY".

In honor of the occasion, Berry Plastics Chairman and Chief Executive Officer Jonathan D. Rich, joined by members of the company's Board of Directors and executive management team, will ring the NYSE Opening Bell on Tuesday, October 9, 2012.

**About Berry Plastics (NYSE: BERY)**

Berry Plastics Corporation is a leading manufacturer and marketer of plastic packaging products. The Company is a major producer of a wide range of products, including open top and closed top packaging, polyethylene-based plastic films, industrial tapes, medical specialties, flexible packaging, heat-shrinkable coatings, specialty laminates, and FIBCs. With headquarters in Evansville, Indiana, the Company serves over 13,000 customers, ranging from large multinational corporations to small local businesses. For additional information, visit the Company's website at [www.berryplastics.com](http://www.berryplastics.com).

**When/Where:**

**Tuesday, October 9, 2012**

**NYSE Security Checkpoint/Tent at corner of Exchange Place and Broad Street**

9:00 a.m. Media escorted into the building for bell ringing

9:30 a.m. The Opening Bell rings

**Contact:**

Media interested in covering the bell ringing MUST contact **Anmarie Gioia at 212.656.5437 or [agioia@nyx.com](mailto:agioia@nyx.com)**.

**Photo/Video:**

Photos available via Associated Press/New York (212.621.1902), Reuters America (646.223.6285), Getty Images (646.613.4141), Bloomberg Photo (212.617.3420) and European Press Agency (917.670.1323). The Opening Bell (starting at 9:25 a.m.) feed is available via Encompass loop #4009. Media seeking footage via The Switch should contact NYSE Broadcast at 212.656.5483.

**Facebook/Twitter/YouTube:**

For photos and video of the bell ringing, connect with NYSE Euronext on Facebook ([NYSE Euronext-Official Site](#)), YouTube ([nysetv1](#)), and Twitter ([@NYSEEuronext](#)), #NYSEBell.