

NEWS RELEASE

For Immediate Release

Appleton Performance Packaging Installs New Coextrusion Line

(Appleton, Wis., January 9, 2009) – Appleton Performance Packaging has completed installation and start-up of a nine-layer coextrusion line at the company’s films plant in Rhinelander, Wis. Brampton Engineering, the leading producer of blown films systems, supplied the new line.

“We have gained capacity, versatility and efficiency to run a wider variety of films to meet the growing needs of our customers,” said Kathy Bolhous, vice president and general manager of Appleton Performance Packaging. She added that the state-of-the-art technology of the new extruder complements the advanced capabilities of Appleton’s 5, 7, and 8-layer barrier film assets and enables the company to accelerate its development of complex barrier films for the food, medical, and industrial markets.

This is the third extruder Appleton has added to its films operations in the past four years “We are committed to continuing to make capital investments to support our customers and extend our market leadership position,” Bolhous said.

Appleton Performance Packaging is a leading producer of single and multilayered films and commercial packaging. The company is based in Appleton, Wis., and manufactures films at its plants in Turners Falls, Mass., Milton, Wis., and Rhinelander, Wis.

Media contact:

Patricia Schneider

920-915-9031

Appleton Performance Packaging

825 E. Wisconsin Avenue

P.O. Box 359

Appleton, WI 54912

pschneider@appletonideas.com