



For Immediate Release
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Pliant Enhances Sales Leadership for Stretch and Shrink Film Business

Schaumburg IL, April 20, 2009 – Pliant Corporation today announced a new North American Stretch and Shrink Film Sales organization that will be led by 5 veteran regional sales leaders.

The goals of the new sales organization are:

- Strengthen Regional and National alignment with Pliant's main trading partners
- Streamline communication and shorten response time to market opportunities
- Make Pliant's complete product portfolio available to its customers
- Implement electronic commerce process between Pliant and its partners to lower transaction costs

Fred Wampnar, Vice President and General Manager of Stretch and Shrink Films said: "These changes position Pliant favorably to meet the current business environment, solidify customer relationships and provide the foundation for future growth. Our goal is to continue to deliver the very best packaging solutions to our select group of customers."

Michelle Wilson is Regional Vice President of Sales for the Midwest region. Michelle has over 19 years of flexible packaging and plastics experience. Her background includes Stretch, Converter, Personal Care, and Printed Products. Most recently, Michelle was Sales Director for Printed Products.

Steve Johnston is Regional Vice President of Sales for the Southeast region. Steve has been in the flexible packaging industry for 18 years. His background includes Custom Films, Engineered Films, and Personal Care markets. Most recently, Steve was a Sales Director Personal Care products.

Brian Gooding is Regional Vice President of Sales for the Western region and Canadian Stretch sales. Brian has over 20 years of flexible packaging film experience. His background includes Custom Films, Agricultural Films, Stretch Films, and PVC Films. Most recently, Brian was National Account Sales Manager for Stretch and PVC Films in Canada.

Craig Miller is Regional Vice President of Sales for the Northeast region; Vice President of Sales for Shrink Films; and Vice President of Sales for National Accounts. Craig has over 20 years experience of flexible packaging film experience and includes Custom Films, Shrink Films, Printed Products, Laminations, and Stretch Films.

Ernesto Anaya is Director of Sales for Mexico. Ernesto has over 20 years experience of flexible packaging film experience. His background includes Custom Films, Shrink Films, PVC Films, and Stretch Films.

Wampnar said: "We are committed to our selective strategy in the stretch film market and will continue to be the leader in film quality, innovation and reduced gauge solutions. Our entire stretch portfolio of products, including value added machine films and hand wrap products is one of the best. We will continue to support the special needs of our customers with unique products and application specific solutions. These changes are consistent with our recent Customer Service improvements, streamlining our organization to better serve our customers."

About Pliant

Pliant Corporation is a leading producer of value-added film and flexible packaging products for personal care, medical, food, industrial and agricultural markets. The Company operates 21 manufacturing and research and development facilities around the world, and employs approximately 2,900 people.

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