NEWS RELEASE

2003 *Flash Report* Helps FPA Members Assess the Flexible Packaging Industry's Current Performance

FOR IMMEDIATE RELEASE

Linthicum, Maryland, September 9, 2003 - The Flexible Packaging Association recently released its special ***Flash Report*** for 2003. The report provides data gathered from FPA members to examine the performance of the flexible packaging industry in the current uncertain economic and volatile industry conditions. Surveying both flexible packaging converter and supplier members, the ***Flash Report's*** focus is principally short term, analyzing second quarter 2003 net sales versus first quarter 2003 net sales and second quarter 2002 net sales.

The ***Flash Report*** provides insight and information into major factors impacting near term sales results and ranks major factors impacting flexible packaging sales for the second quarter of 2003. The FPA will provide ***Flash Reports*** on an as needed basis in order to gain insight into specific aspects of the flexible packaging industry. On a broader scale, the FPA also produces the quarterly ***Pulse of the Industry Report*** that examines the comparative performance of the flexible packaging industry within net sales, inventory levels, capital spending and capacity utilization. The ***Flash Report*** and the ***Pulse of the Industry Report*** are available to members within the member only section of www.flexpack.org.

Twenty-three converter and fifteen supplier member companies participated in the "Flash" survey. All information and responses received from individual companies are held in the strictest of confidence.

About The Flexible Packaging Association

The Flexible Packaging Association has served as the voice of the flexible packaging industry since the Association was established in 1950. Its members convert or supply the raw materials used to produce bags, pouches, labels, liners, wraps, rollstock, and other flexible products. Produced from paper, plastic film, aluminum foil, or any combination of those materials, flexible packaging is now the second largest segment of the U.S. packaging market. The $20 billion industry serves a multitude of end use markets including food, pharmaceuticals, medical supplies, household goods, personal care products, pet food, lawn and garden supplies, and industrial applications.

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