



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

**“FREAKONOMICS” CO-AUTHOR DR. STEVEN LEVITT TO DELIVER KEYNOTE
ADDRESS AT THE 2012 FPA ANNUAL MEETING**

Linthicum, Maryland – January 9, 2012: The Flexible Packaging Association is pleased to announce that **Dr. Steven D. Levitt**, *New York Times* bestselling co-author of *FREAKONOMICS*, will deliver the keynote address during the **2012 FPA Annual Meeting Luncheon** on Friday, February 24, 2012. The luncheon will be held during the association’s **62nd Annual Meeting, February 22-24, 2012** at the **Fairmont Scottsdale Princess** in **Scottsdale, Arizona**.

Dr. Levitt will join FPA members and guests to discuss his *FREAKONOMICS* approach and how combining data, economic theory, and unorthodox thinking can assist flexible packaging companies shine and excel in an unstable market. *FREAKONOMICS* spent more than two years on



The New York Times bestseller list selling more than 4 million copies worldwide. Through forceful storytelling and wry insight, Dr. Levitt illustrates how economics is, at root, the study of incentives - how people get what they want, or need, especially when other people want or need the same thing.

Dr. Levitt is the William B. Ogden Distinguished Service Professor of Economics at the University of Chicago, where he directs the Becker Center on Chicago Price Theory. He is the 2003 John Bates Clark Medal winner, an award that recognizes the most outstanding economist in America under the age of 40. In 2006, he was named one of *Time* magazine’s 100 People Who Shape Our World. Dr. Levitt received his B.A. from Harvard University in 1989, his Ph.D. from M.I.T. in 1994, and has taught at Chicago since 1997. In addition to his academic and *Freakonomics* pursuits, he is a founding partner of The Greatest Good consulting firm.

Other presentations during the meeting will include **A Long Shadow: The World Economy after the Financial Crisis** (Zanny Minton-Beddoes, Economics Editor, *The Economist*); the final results of the FPA market research study on **Growth Opportunities for U.S. Flexible Packaging, Delivering Value Across the Value Chain, Flexible Packaging Materials: Cost and Availability**; and, the **State of the Flexible Packaging Industry Report**.

The Meeting will also include several networking events: the **2012 Welcome and Flexible Packaging Achievement Awards Dinner featuring *The Second City*** (February 22); the **2012 FPA Annual Meeting Golf Tournament** and Thursday evening **Networking Reception** (February 23) and the **Annual Meeting Networking Luncheon** (February 24).



Registration for the 2012 FPA Annual Meeting is now open. To register and learn more about the educational sessions and networking events, visit www.flexpack.org.

Special thanks are given to FPA members including **Ampacet Corporation, Berry Plastics Corporation, Bobst Group North America, Comexi Group Industries, S.A.U., Davis-Standard, LLC, DuPont Company, Extrusion Dies Industries, LLC, Flint Group, Nordmeccanica, NA, Reifenhauer Inc., Siegwerk USA Co., and Sun Chemical Corporation** for their generous support of the 2012 FPA Annual Meeting Networking Events.

About the Flexible Packaging Association

The Flexible Packaging Association is the National association of manufacturers of flexible packaging sold to end- users or distributors for packaging purposes; and material or equipment suppliers to the flexible packaging industry. FPA has served as the voice of the flexible packaging industry in the United States since 1950.

FPA