



For Immediate Release

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Sealed Air Sails Cryovac® Oven Ease® Ovenable Packaging on Course Charted for Seafood Market

DUNCAN, S.C. (March 10, 2013) – Consumers searching for opportunities to simplify cooking and cleanup and uncertain about home preparation of seafood items have a convenient new option from the Oven Ease® ovenable family of Sealed Air’s Cryovac® brand food packaging products. Introduced today at the International Boston Seafood Show, Cryovac® OvenEase® packaging for frozen seafood enables consumers to purchase high quality seafood items at their preferred retailer, store the items in their home freezer and cook from raw in the oven inside the same material in which it was packaged.

Cryovac® Oven Ease® for seafood translates the brand’s considerable understanding of consumer food preparation trends into a practical solution for processors. Less than one-third of consumers indicate a high comfort level in knowing how to prepare fish and seafood, according to the 2013 Power of Meat Report, published by the American Meat Institute and the Food Marketing Institute and sponsored by Sealed Air’s Cryovac® brand. The ability for consumers to cook seafood from raw inside ovenable packaging represents a new opportunity for food manufacturers to penetrate the significant population segment focused on convenience.

“Cryovac® Oven Ease® for seafood enables seafood processors to remove the guesswork from home cooking by providing them the opportunity to develop products that can be seasoned or marinated prior to packaging, with simple preparation instructions included on the products’ exterior package,” said Don Smith, director of marketing for poultry and seafood, Sealed Air’s Cryovac® brand.

Convenience is further enhanced by innovative Cryovac® brand technology that ensures seal reliability, a critical factor in eliminating messy oven-splatter.

“Our technology makes sure the Cryovac® Oven Ease® material bonds tight, with seals that retain their integrity throughout cooking,” said Smith. “This is a big concern for consumers

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since a key motivation for purchasing frozen seafood items in ovenable packaging is more convenient meal preparation. By eliminating oven-splatter, the Oven Ease® product prevents the time consuming cleanup work involved in removing stuck-on seafood residue from consumers' ovens.”

Featuring exceptional clarity, Cryovac® Oven Ease® for seafood ensures the product is freezer-ready and accommodates cook-from-raw or reheat applications. After cooking, Cryovac® Oven Ease® for frozen seafood offers impressive holding time, keeping items hot in the package long after being removed from the oven.

Cryovac® Oven Ease® material runs on most traditional thermoform rollstock equipment, allowing seafood processors utilizing rollstock the opportunity to enter the ovenable category without incurring the expense of new equipment.

For more information about Sealed Air's Cryovac® Oven Ease® products, call 1-800-845-3456 or visit www.ovenease.com.

About Sealed Air

Sealed Air is a global leader in food safety and security, facility hygiene and product protection. With widely recognized and inventive brands such as Bubble Wrap® brand cushioning, Cryovac® brand food packaging solutions and Diversey™ brand cleaning and hygiene solutions, Sealed Air offers efficient and sustainable solutions that create business value for customers, enhance the quality of life for consumers and provide a cleaner and healthier environment for future generations. Sealed Air generated revenue of approximately \$7.6 billion in 2012, and has approximately 25,000 employees who serve customers in 175 countries. To learn more, visit www.sealedair.com.

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