

For Immediate Release

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Flexible Packaging Association Honors Sealed Air's Cryovac[®] Brand With Highest Achievement Award for Innovative Marinating Package

DUNCAN, S.C. (March 11, 2010) – Sealed Air's Cryovac[®] brand was awarded the Highest Achievement Award and the Gold Flexible Packaging Achievement Award For Technical Innovation for its Marinade on Demand[™] package at the 2010 Flexible Packaging Association (FPA) Achievement Awards. This is the second consecutive year that the Cryovac[®] brand has received the Highest Achievement Award honor.

The award-winning package, produced in conjunction with Chicago Meat Authority for Schwan's Home Service, Inc., combines marinade and fresh meat or poultry in a single package, where they remain in separate pockets until the end-user is ready to marinate and cook.



The FPA award winners were announced on March 10 during a dinner ceremony held at the association's annual meeting in Orlando, Fla. The Cryovac[®] brand's Marinade on Demand[™] package was among the 117 flexible packaging entries in this year's competition, with 22 packages receiving Achievement Awards in the following categories: Printing Achievement, Technical Innovation, Packaging Excellence and Environmental & Sustainability Achievement.

"The Marinade on Demand[™] package is a prime example of the way an innovative package can revolutionize a product," said William V. Hickey, president and CEO of Sealed Air. "It is a great honor to be recognized with the Highest Achievement Award for two consecutive years by the Flexible Packaging Association for the inventive efforts we make in order to meet the growing needs of our customers."

The Cryovac® Marinade on Demand™ package is a two-part, thermoformed rollstock package that separates fresh protein from a marinade, creating an easy and sanitary marinating process. Keeping the marinade separate from the meat allows the use of functional marinade ingredients such as acids, alcohols and tenderizers that cannot be used in pre-marinated meats because they can affect product texture and flavor over time.

When the end-user is ready to marinate, they squeeze the marinade pocket, breaking the seal between the two pockets. Marinade is transferred to the protein side, beginning the marinating process that lasts as long as the user desires.

The Marinade on Demand™ package saves processors time and labor over pre-marinated meats, which may require processors to wash down equipment between different batches of marinade flavors. Instead, processors can easily add the marinade on the packaging station while running the Marinade on Demand™ package on their current thermoforming machines.

The Marinade on Demand™ package offers a wide range of benefits for the foodservice industry. The package makes menu expansion possible since a variety of marinades can be used in different packages (opposed to large-batch marination). The package also provides food safety benefits with hands-free marinating, reducing the sanitation concerns and labor associated with restaurant batch marination. Direct contact with raw meat is reduced, and employees no longer spend time cleaning large containers used for restaurant batch marinating.

For more information on the FPA-winning Cryovac® Marinade on Demand™ package, call 1- 800-391-5645 or visit www.marinadeondemand.com.

About Sealed Air

For fifty years, Sealed Air has been a leading global innovator and manufacturer of a wide range of packaging and performance-based materials and equipment systems that now serve an array of food, industrial, medical, and consumer applications. Operating in 51 countries, Sealed Air's international reach generated revenue of \$4.2 billion in 2009. With widely recognized brands such as Bubble Wrap® brand cushioning, Jiffy® protective mailers, Instapak® foam-in-place systems and Cryovac® packaging technology, Sealed Air continues to identify new trends, foster new markets, and deliver innovative solutions to its customers. For more information about Sealed Air, please visit the Company's web site at www.sealedair.com.

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