

For Immediate Release

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**Cryovac Grip & Tear[®] Non-Barrier Bag Incorporates
Easy-Open Feature with High-Performance Poultry Bags**

DUNCAN, S.C. (April 14, 2010) – Sealed Air’s Cryovac[®] brand introduces the first easy-open vacuum package for poultry by combining its Grip & Tear[™] technology with the superior shrink and leak-resistant properties of Cryovac[®] whole fresh poultry bags.

The Cryovac Grip & Tear[®] non-barrier bag’s knifeless design helps keep fingers, counters and utensils safe and sanitary by reducing contact with raw poultry and sharp objects. Consumers can simply pull on the easy-open rings to open the bag, exposing the entire bird and making removal easy.



“We’ve learned from focus groups that consumers prefer the Cryovac Grip & Tear[®] bag design when handling fresh meat,” said Don Smith, marketing director for Sealed Air’s Cryovac[®] Food Packaging. “Our goal was to create poultry bags that are extremely easy to open, yet tough enough to perform through the rigors of distribution.”

The durability and resistance to abrasion and puncture of the Cryovac Grip & Tear[®] non-barrier bag means reduced leakers at the retail level, while the bag’s skin-tight shrink and reliable easy-open feature increase product merchandising appeal.

For processors, the Cryovac Grip & Tear[®] bag does not require any new equipment investment and can be used with existing Cryovac[®] rotary chamber vacuum systems.

Broiler bags are available in widths of 8½ and 9¼ inches and with two-sided, six-color print graphics. Available in widths of 7 to 18 inches, transparent roaster bags are available with up to 10 color process print.

For more information about the Cryovac Grip & Tear[®] poultry bag, call 1-800-845-3456 or visit www.gripandtear.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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