

BEMIS COMPANY, INC.
NEWS



BEMIS COMPANY, INC.

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FOR IMMEDIATE RELEASE

BEMIS LAUNCHES FRESHCASE® FILM

NEENAH, WISCONSIN, July 27, 2010 – Bemis Company, Inc. (NYSE: BMS) announced today that it has received all necessary reviews and approvals from the U.S. Food and Drug Administration (“FDA”) and the U.S. Department of Agriculture (“USDA”) that will allow it to sell its FreshCase® film for fresh beef packaging applications.

Bemis’ FreshCase® film offers customers a sustainable vacuum packaging solution which extends shelf life compared to most fresh beef packaging formats. This reduces food waste throughout the distribution cycle and improves inventory management capabilities for customers as well as retailers. Our FreshCase® film vacuum package uses substantially less packaging material than alternative packaging formats, thereby decreasing shipping costs and increasing efficient use of retail shelf space. This “freezer-ready” package also occupies less space in the consumer’s refrigerator or freezer.

Bemis will produce this new innovative film on existing manufacturing equipment and will begin to introduce this product to customers immediately. Since many customers will have to make modifications to their existing packaging lines to accommodate a new vacuum packaging format, Bemis does not expect meaningful commercial sales of FreshCase® film to begin until 2011.

About Bemis Company, Inc.

Bemis Company is a major supplier of flexible packaging and pressure sensitive materials used by leading food, consumer products, healthcare, and other companies worldwide. Founded in 1858, the Company is included in the S&P 500 index of stocks and reported pro forma 2009 net sales, giving effect to the Food Americas acquisition, of \$4.8 billion. The Company's flexible packaging business has a strong technical base in polymer chemistry, film extrusion, coating and laminating, printing, and converting. Headquartered in Neenah, Wisconsin, Bemis employs over 20,000 individuals worldwide. More information about the Company is available at our website, www.bemis.com.

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