Eddie Smith to Lead Sonoco Customer and Business Development

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HARTSVILLE, S.C., Sept. 16 /PRNewswire-FirstCall/ -- Edward L. Smith, vice president and general manager - Flexible Packaging, Sonoco (NYSE: SON), has been named vice president - customer and business development, effective October 1, 2002, it was announced today by Harris E. DeLoach, Jr., president and chief executive officer.

(Photo: http://www.newscom.com/cgi-bin/prnh/19991006/SNCLOGO)

"Eddie brings a strong background in sales, marketing and general management to this important new position. He will be responsible for assessing and developing the Company's sales and marketing strategies and helping ensure that we have the necessary sales and marketing human resources required to help meet our growth objectives. Eddie will help develop relationships with key customers, establish measurements and drive improvements in customer satisfaction and lead initiatives to strengthen customer productivity and profitability. He will also help identify new business development opportunities, both internally and through acquisition, that can provide significant future growth opportunities for the Company," said DeLoach.

Smith, 50, will continue as a member of the Company's executive committee and will report to DeLoach. He joined Sonoco in 1990 when the Company acquired the composite can business of Carnaud Metal Box where he served from 1971 to 1990.

Sonoco, founded in 1899, is a $2.6 billion manufacturer of industrial and consumer products and provider of packaging services, with more than 300 operations in 32 countries serving customers in some 85 nations. Information about the Company is available on its web site at www.sonoco.com.

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