



Sonoco Announces Engineered Carriers Price Increase

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HARTSVILLE, S.C., March 4 /PRNewswire-FirstCall/ -- Sonoco (NYSE: SON) will raise prices on all engineered carriers by eight percent effective April 1, 2004, it was announced today by Ronald E. Holley, senior vice president.

(Logo: <http://www.newscom.com/cgi-bin/prnh/19991006/SNCLOGO>)

"Market conditions over the past few years have not allowed us to recover mounting transportation, energy, insurance, healthcare and pension costs, all of which remain high. In addition, we are now seeing increases in prices of uncoated recycled paperboard and other materials. While our productivity and cost-cutting initiatives have helped us maintain prices, we cannot continue to absorb this combination of cost pressures.

"Furthermore, increasing demand for recovered paper from China, signs of general economic strengthening, announced increases for containerboard and increasing paper mill utilization rates are all historical indicators that we are likely entering a cycle of increasing paper prices and resulting engineered carrier price increases," said Holley.

Sonoco, founded in 1899, is a \$2.8 billion global manufacturer of industrial and consumer products and provider of packaging services, with approximately 295 locations in 32 countries, serving customers in 85 nations. For more information about the Company, visit the Sonoco Web site at www.sonoco.com .

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