Schrum Promoted to Staff Vice President and Will Head Sonoco's Investor Relations and Corporate Affairs

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HARTSVILLE, S.C., Dec. 4 /PRNewswire-FirstCall/ -- Roger P. Schrum (51), director, corporate communications, Sonoco (NYSE: SON), has been named staff vice president, Investor Relations and Corporate Affairs, effective January 1, 2007, it was announced today by Harris E. DeLoach, Jr., chairman, president and chief executive officer. Schrum will replace Allan V. Cecil (65), vice president, Investor Relations and Corporate Affairs, who will retire effective February 28, 2007. Schrum will join Sonoco's Management Committee and report to DeLoach.

Schrum joined Sonoco in October 2005 following more than 20 years of business communications and investor relations experience, including service with NorthWestern Corporation, Sioux Falls, S.D.; SCANA Corp., Columbia, S.C.; Ashland, Inc., Ashland, Ky.; and Diamond Shamrock Corp., Dallas, Texas. He also served as business editor of the Amarillo, Texas, Globe News. Schrum is a 1977 graduate of Pittsburg (Kansas) State University with a B.S. in education and journalism and completed the Executive Development Program at the Indiana University Graduate School of Business. He is also a graduate of Leadership South Carolina and Leadership Kentucky.

In his new position, Schrum will have responsibility for all aspects of investor relations and corporate affairs, including all internal and external corporate communications, public affairs, executive communications, media relations, employee communications, advertising, public relations, marketing communications, brand management, Web site management and corporate philanthropy.

"We are pleased to have someone with Roger's extensive experience succeeding Allan Cecil, who retires after a 43-year career. Roger and Allan will continue working together through the end of February to effect a seamless transition," said DeLoach.

About Sonoco

Founded in 1899, Sonoco is a $3.5 billion global manufacturer of industrial and consumer packaging products and provider of packaging services, with more than 300 operations in 35 countries, serving customers in 85 nations. Additional information about Sonoco is available at http://www.sonoco.com.

SOURCE Sonoco
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