Sonoco Delivers Premium Packaging for Russell Stover Premium Chocolates

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High Quality Presentation Reinforces the Gourmet Chocolates Inside

HARTSVILLE, S.C.--(BUSINESS WIRE)--June 28, 2007--Chocolate lovers who love to pamper themselves with premium confections now have a new source of pleasure. Russell Stover, the largest producer of boxed chocolates in the United States, has introduced two new lines positioned as personal indulgence confections, Russell Stover Internationale(TM) and Russell Stover Private Reserve Origin Select (TM) Chocolates.

Sonoco, one of the largest diversified global packaging companies, is supplying Russell Stover with a film lamination in roll-stock form for individually wrapped squares of chocolate for three Russell Stover Internationale SKUs: Swiss Lodge Mocha Cream, French Cafe Vanilla Creme and German Black Forest Truffle. Sonoco also is supplying a film lamination for individually wrapped squares for four Russell Stover Private Reserve Origin Select SKUs: Ecuador, Ghana, Venezuela and Belgian; each chocolate named for its country of origin. Each bag contains 11 squares of the premium chocolate and weighs between 4.5 ounces (140g) and 4.95 ounces (128g).

Russell Stover opted for rotogravure printing for the individual chocolate wraps to ensure a premium presentation of each line's graphics, which are unique in the marketplace. Sonoco was charged with replicating the bag graphics on the wraps to ensure a consistent brand experience once consumers opened the bag. The graphics on the wraps are subtle, in particular the outlines of countries on the Private Reserve Origin Select Chocolate, necessitating a high degree of detail. Sonoco's Keating North America provided the rotogravure cylinders, laser engraved to deliver high-definition print reproduction.

The lamination for the individually wrapped chocolates is a clear OPP film that has been reverse-printed and laminated onto a white OPP film. This structure delivers a high barrier to oxygen and moisture, which would compromise the freshness and flavor of the chocolate. The lamination also has a cold-seal adhesive so the chocolate does not melt during converting.

Russell Stover Origin Select(TM) Chocolates and Russell Stover Internationale(TM) are available now at Wal-Mart, Walgreen's, CVS and supermarkets throughout the United States.

About Sonoco

Sonoco (NYSE:SON), founded in 1899, is a global manufacturer of industrial and consumer products and provider of packaging services, with 330 operations in 35 countries, serving customers in 85 nations. For more information on the Company, visit www.sonoco.com.

About Russell Stover

Russell Stover Candies is the nation's leading manufacturer of boxed chocolates. The Company's three brands--Russell Stover(R), Whitman's(R) and Pangburn's(R)--account for more than 60 percent of all boxed chocolate sales in the United States. The Company manufactures nearly 100 million pounds of chocolate annually, using the same small-batch techniques used by Russell and Clara Stover more than 80 years ago. The Company's candies are sold in more than 20 countries around the world. For more information, visit www.RussellStover.com.

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CONTACT: Sonoco
Roger Schrum, 843-339-6018
roger.schrum@sonoco.com
or
Myra Richey, 843-383-3333
myra.richey@sonoco.com

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