Sonoco Names Gendreau Division Vice President and General Manager - Kraft

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HARTSVILLE, S.C.--(BUSINESS WIRE)--Dec. 20, 2007--Sonoco (NYSE: SON), one of the largest diversified global packaging companies, today announced that Steven C. Gendreau has been named division vice president and general manager - Kraft, effective January 1, 2008, according to Vicki Arthur, division vice president and general manager, Global Corporate Accounts.

In this position, Gendreau will have global account responsibility for Sonoco's business relationship with Kraft Foods, Inc., and will report to Arthur. Prior to this appointment, Gendreau was director of sales for Sonoco's North America Rigid Paper & Plastic packaging business since 2005. A 16-year Sonoco employee, Gendreau has held several sales and marketing management positions in the Company's Consumer Products and Protective Packaging divisions. Gendreau holds a BS degree in Packaging from Michigan State University.

"Sonoco is expanding its strategy of building business partnerships with our largest global consumer product company customers by simplifying our packaging supply chain offering through a single point of account leadership," said Arthur. "During his career, Steve has demonstrated an ability to work closely with global consumer product companies in developing innovative solutions that encompassed many of Sonoco's diverse lines of packaging and services. To more effectively provide a single point of account leadership for Kraft, he will be relocating to New Jersey to work more closely with Kraft and Sonoco's dedicated account management team."

About Sonoco

Founded in 1899, Sonoco is a $3.7 billion global manufacturer of industrial and consumer products and provider of packaging services, with approximately 330 operations in 35 countries, serving customers in some 85 nations. For more information on the Company, visit our Web site at http://www.sonoco.com/.

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