Eleven Sonoco Point-of-Purchase Displays Receive Outstanding Merchandising Achievement Awards

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HARTSVILLE, S.C.--(BUSINESS WIRE)--April 4, 2008--Sonoco (NYSE: SON), one of the largest diversified global packaging companies, today announced that Sonoco CorrFlex, the point-of-purchase (P-O-P) retail merchandising display arm of its Packaging Services segment, won 11 Outstanding Merchandising Awards (OMA) for designing innovative temporary, semi-permanent and permanent displays at the 50th Annual Point of Purchase Advertising International (POPAI) design competition recently held in Chicago.

POPAI's annual OMA contest recognizes the most innovative and effective retail promotions. Judges from the P-O-P industry including brand marketers, display producers and creative agencies evaluated 567 entries from 80 companies in selecting the winners.

"We have always known how talented, innovative and committed our team is in developing P-O-P displays that attract the attention of busy consumers, and help our customers sell more products," said Brad Ross, division vice president and general manager, Packaging Services for Sonoco. "To have so much of their work recognized by the P-O-P industry's most prestigious award is especially gratifying. We are honored that our clients gave us the opportunity to showcase their brands."

Sonoco won Gold OMAs for the Crest(R) Whitestrips(R) Daily Multi-Care Launch PDQ-tray display and Crest Back to Basics Regimen pallet display created for P&>, and Conwood Tobacco's Grizzly(R) Snuff counter display; Silver awards for the end cap and countertop displays developed for Elizabeth Arden's With Love...Hilary Duff fragrance, the Pantene Restoratives and Expressions Premium counter displays created for P&> and the Bayer Health Care Aleve(R) Liquid Gels Launch PDQ-tray display. Sonoco received Bronze awards for its Cadbury Adams National 6 +1 Gum counter display, universal display system for Cadbury Adams' Halls(R) and Chewy candy brands, Columbia(R) Signature portfolio floor display, Diageo Portable Tasting Bar and Theraflu(R)/Triaminic(R) combo tray for Novartis Consumer Health, Inc.

Photos of these award-winning retail displays are available at the following link:

http://www.sonoco.com/sonoco/Home/Investor+Relations/ir_newsroom_

photos_products.htm

(Due to the length of this URL, it may be necessary to copy and paste this hyperlink into your Internet browser's URL address field. Remove the extra space if one exists.)

About Sonoco

Founded in 1899, Sonoco is a $4.0 billion global manufacturer of industrial and consumer products and provider of packaging services, with 334 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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