

## Sonoco Receives Outstanding Merchandising Achievement Awards

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HARTSVILLE, S.C., Mar 23, 2010 (BUSINESS WIRE) -- Sonoco (NYSE: SON), one of the largest diversified global packaging companies, today announced that its retail point-of-purchase (P-O-P) display and packaging services business won eight Outstanding Merchandising at Retail Achievement Awards (OMAs) at the 52nd Annual Point of Purchase Advertising International (POPPI) competition.

POPPI's annual OMA competition recognizes the most innovative and effective retail promotions. Judges from the P-O-P industry evaluated more than 450 entries from 100 companies in 26 industry categories during a two-phase selection process in determining the winners. Entries were judged on design, innovation, interactivity and the proven ability to lift sales.

"Being recognized for excellence by your peers is gratifying. However, it really speaks to the effectiveness of Sonoco's talented retail merchandising team's ability to effectively communicate our understanding of the power of marketing at retail for our global customers," said Gerson Heiderich, division vice president/general manager, Sonoco CorrFlex.

Sonoco won Gold OMA awards for its BIC Create-A-Pack Mark-it<sup>(R)</sup> Permanent Marker Display for Staples, Novartis Consumer Health Prevacid<sup>(R)</sup> 24HR Launch Displays and The Scotts Miracle-Gro Company Pallet Bridge Displays for Lowe's. The Company also won a Silver OMA for its Elizabeth Arden Ornaments Counter Display for CVS. Four Bronze OMAs were won for Cadbury Adams USA Halls<sup>(R)</sup> National Display Program; Elizabeth Arden CVS Holiday Fragrance Tower Display; Procter & Gamble Pampers<sup>(R)</sup> Mixed Wipes 3X Floorstand Display; and Cadbury Adams USA Halls<sup>(R)</sup> 8+2 Permanent Counter Display.

Photos of these award-winning displays are available at the following link: <http://www.box.net/shared/yo7fgh8h74>

### About Sonoco

Founded in 1899, Sonoco is a \$3.6 billion global manufacturer of industrial and consumer products and provider of packaging services, with more than 300 operations in 35 countries, serving customers in some 85 nations. Sonoco is a proud member of the Dow Jones Sustainability World Index. For more information on the Company, visit our Web site at <http://www.sonoco.com/>.

SOURCE: Sonoco

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