



Sonoco Receives Outstanding Marketing Achievement Awards

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HARTSVILLE, S.C., Apr 13, 2011 (BUSINESS WIRE) -- Sonoco (NYSE: SON), one of the largest diversified global packaging and services companies, today announced that its retail point-of-purchase display and packaging services business won four Outstanding Marketing at Retail Achievement Awards (OMAs) at the 53rd annual Point of Purchase Advertising International (POPAl) competition.

POPAl's annual OMA competition recognizes the most innovative and effective retail promotions. More than 500 entrants from more than 100 companies were adjudicated in 26 industry categories during this year's competition held during GlobalShop 2011. Entries were judged on design, innovation, interactivity and the proven ability to lift sales.

Sonoco won a Gold OMA award for its BIC Mark-it^(R) Permanent Marker in-line permanent display for Staples. The Company also received two Silver OMAs, including a supermarket retailer award for its Frito-Lay Doritos^(R) EA Sports^(TM) pallet display for Kroger and a drug store retailer award for its Elizabeth Arden Ornaments counter display for CVS. In addition, it received a Bronze OMA in the drug store retailer category for its Vaseline^(R) Sheer Infusion^(R) VIP display program.

"I'm proud that Sonoco's talented retail merchandising team has again been recognized for its ability to work with our customers to create effective marketing solutions," said Gerson Heidrich, division vice president and general manager, Sonoco CorrFlex.

Photos of these award-winning displays can be downloaded using the following link: www.box.net/shared/o0ssvqgzun.

About Sonoco

Founded in 1899, Sonoco is a \$4.1 billion global manufacturer of industrial and consumer products and provider of packaging services, with more than 300 operations in 34 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 www.sonoco.com.

SOURCE: Sonoco

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