

For Immediate Release

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Sealed Air's Cryovac[®] Brand Hosts Poultry 101 at Packforum[®] Americas Facility

ATLANTA (Feb. 11, 2010) – In the two days preceding the 2010 International Poultry Expo in Atlanta, Sealed Air's Cryovac[®] brand invited customers and supply partners to attend the Poultry 101 training event at the company's Packforum[®] Americas innovation center, located minutes from Atlanta's Hartsfield-Jackson Airport.

Attendees of the two-day training course sat in on presentations about the poultry processing industry and its technology, and participated in hands-on demonstrations. Speakers included Shelly McKee, Ph.D., Auburn University, Casey M. Owens, Ph.D., University of Arkansas, William Roenigk, senior vice president and chief economist, National Chicken Council and Christophe Gottar, retail and marketing director, Cryovac Food Solutions Europe.



“For the past five years, the Cryovac[®] brand has been a proud sponsor of Poultry 101,” said Jim Belcher, marketing director for Sealed Air's Cryovac[®] food solutions. “We wanted this event to serve as an opportunity for participants to learn more about the processing and production factors that affect the final product quality, consistency and safety of poultry.”

Presentation topics included poultry processing and deboning activity, life production, conversion of muscle to meat, poultry meat quality, marination, food safety, global poultry packaging and cook-in technologies. Attendees also participated in hands-on demonstrations including chicken deboning.

This was the first year that Sealed Air's Cryovac® brand hosted Poultry 101 at Packforum® Americas. Designed as a dynamic innovation and learning center, the 28,000-square-foot Packforum® Americas is a permanent customer forum that brings the food processing, supermarket and foodservice industries together to experience the full global range of Cryovac® food packaging systems, programs and services.

For more information about Cryovac® products, call 1-800-845-3456 or visit www.cryovac.com.

About Sealed Air

For fifty years, Sealed Air has been a leading global innovator and manufacturer of a wide range of packaging and performance-based materials and equipment systems that now serve an array of food, industrial, medical, and consumer applications. Operating in 52 countries, Sealed Air's international reach generated revenue of \$4.2 billion in 2009. With widely recognized brands such as Bubble Wrap® brand cushioning, Jiffy® protective mailers, Instapak® foam-in-place systems and Cryovac® packaging technology, Sealed Air continues to identify new trends, foster new markets, and deliver innovative solutions to its customers. For more information about Sealed Air, please visit the Company's web site at www.sealedair.com.

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