



news release

Media Contacts:

NextLife: Cherie Sirianni (561) 245-2607 or email cs@nextlife.com

Transparent Container: Eric Clamp (708) 236-1361 or email Eclamp@transparentcontainer.com

TRANSPARENT CONTAINER JOINS NEXTLIFE PACKAGING GROUP

Transparent to Develop New Line of Sustainable Packaging Under the NextLife Network and Sustainability Standards

FOR IMMEDIATE RELEASE: Boca Raton, FL . . . February 9, 2010 — [NextLife Packaging Group](#) (NPG), the packaging-focused business unit of [NextLife](#), an emerging eco-brand and leader in environmental innovation and sustainability solutions, announced today the addition of Transparent Container Company, Inc. (TCC) as a certified supplier to the NextLife Sustainable Packaging Supply Chain. The multi-year deal will focus on the development and commercialization of new lines / types of sustainable plastic packaging for major consumer packaged goods companies and brands, all made in part from post-consumer recycled materials.

The alliance will leverage the complementary strengths and assets of both partners: Transparent Container's long history of innovative plastics design, engineering and commitment to sustainability and NextLife's advanced expertise in sustainability innovation, backed by science and standards, eco-marketing acumen and well-established relationships with some of America's leading consumer brands, distributors and retailers.

TCC has the ability to convert post-consumer materials into sustainable packaging that meets the NextLife standards / packaging scorecards. TCC's partnership with NextLife provides them with the opportunity to benefit from the NextLife Packaging network, connecting with brand owners, and leveraging NextLife Support Services to communicate sustainability efforts to customers and other stakeholders. All certified TCC packaging will bear the NextLife mark or "seal of sustainability."

Eric Clamp, Marketing Director – TCC, sums-up the relationship best, "Our new association with NextLife supports our commitment to delivering practical and cost effective sustainable packaging solutions while eliminating "green washing" via 3rd party certification. TCC can now deliver certified sustainable packaging that is substantiated by Lifecycle Assessment and carbon footprint analysis. The packaging will represent the highest percentage of post consumer recycled content as well as supporting brand owner's environmental packaging initiatives with a wide range of marketing and promotional support."

Lonnie Chenkin, President of NextLife added, "We are pleased to add TCC into the growing NextLife network of certified packaging supply chain partners. Their commitment to bringing high quality, value driven packaging materials and solutions to the marketplace is in synch with the NextLife brand promise in helping brands minimize their environmental impact while maximizing their bottom line."

About NextLife Packaging Group

The NextLife Packaging Group represents and supports a network of manufacturers that produce sustainable raw materials, packaging and products containing up to 100% post-consumer recycled content for both food and non-food applications. All materials are certified via a 3rd party Lifecycle Assessment and all network partners are supported by our Creative and Environmental Services divisions. Customers and brand owners



have peace of mind when using all NextLife certified packages because they conform to a stringent set of Sustainable Packaging Coalition and company specific standards. NextLife's mission is to create a "triple-certified" sustainable supply chain that sets new standards for businesses and consumers that want to minimize their impact on our planet. For more information, visit www.nextlife.com, write packaging@nextlife.com or call (866) 214-0501.

About Transparent Container Corporation

Since its founding in 1961, Transparent Container has grown to be a leading resource for visual packaging solutions, including: blister packaging, clear folding cartons, custom thermoformed packaging, and clamshells. The company has distinguished itself by addressing sustainability issues head-on, reducing lead times, and staying ahead of technical issues. From conceptual design through finished manufactured parts and all of the support services required, Transparent Container is where many of today's leading brand and Consumer Packaged Goods companies turn for the latest in innovative packaging solutions. To learn more about Transparent Container Corporation, please call 888.449.8520 or visit us online at www.transparentcontainer.com

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