



FORT DEARBORN COMPANY

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Press Release

Fort Dearborn Company Wins First Place PLGA Award for fREAL Foods Label

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Elk Grove, IL – The Packaging and Label Gravure Association (PLGA) announced Fort Dearborn Company as winner of a first place PLGA Print Quality Award for 2007. PLGA is the leading packaging, label, and product printing/converting educational association for promoting the gravure printing process and educating its target audiences.

Fort Dearborn was awarded in the Heat Shrinkable-Less than 12% sleeves category for the fREAL! Foods Egnog MilkShake label. The 10-color label is printed at Fort Dearborn's Brunswick, GA plant. Along with a freezer grade film and adhesive, the label also utilizes metallic ink to simulate an old fashioned brushed metal milkshake tin. Due to the success of this label application, fREAL! is now converting the rest of their current offset direct printed cups to shrink sleeves. fREAL! Foods is a rapidly growing company that makes premium quality frozen blended drinks using traditional real ingredients. fREAL! currently sells MilkShakes and Frozen Cappuccinos and will be launching a Smoothie line in the spring. The drinks are available at retailers nationwide.

The fREAL! cups are decorated by Eastgate Graphics, Inc on their high speed equipment line at 300 cups/minute. Eastgate is now ramping up to decorate the other MilkShake, Frozen Cappuccino and Smoothie flavors.

For more information, visit PLGA's web site at: www.plga.com.

About Fort Dearborn Company

Fort Dearborn Company (www.fortdearborn.com) is a leading supplier of high-impact decorative labels for the beverage, food, household products, paint and coatings, personal care, and private label/retail markets. Headquartered in Illinois, the company has six facilities in the United States, employing nearly 800 associates.

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