



For Immediate Release
June 11, 2009

PLIANT ANNOUNCES NEW SALES TEAM AND BROADENED DISTRIBUTION SALES STRATEGY

Schaumburg, IL - Pliant Corporation today announced a new Distribution Strategy and a new direct sales force for its U.S. Stretch and Shrink Film Division.

The changes today are consistent with achieving the following goals:

- Strengthen Pliant's business relationships with its top customers
- Streamline communications and shorten response times to market opportunities
- Make Pliant's complete product portfolio available to its stretch film customers

Fred Wampnar, Vice President and General Manager of Stretch and Shrink Films said: "This organization design will:

- Improve Pliant-to-customer response times
- Help our customer's grow more quickly by giving them access to Pliant's complete product portfolio
- Focus on opportunities to help grow business in existing and emerging markets."

Pliant has instituted a new direct sales force led by four Regional Vice Presidents of Sales:

- Craig Miller-Northeast cell number: 336-688-1352 email: Craig.Miller@pliantcorp.com
- Steve Johnston-Southeast cell number: 770-331-7366 email: Steve.Johnston@pliantcorp.com
- Michelle Wilson-Midwest cell number: 773-255-0413 email: Michelle.Wilson@pliantcorp.com
- Brian Gooding-West cell number: 613-391-1782 email: Brian.Gooding@pliantcorp.com

Pliant and Phenix Marketing mutually terminated its exclusive selling contract effective June 11, 2009.

Wampnar said: "We are very excited about the new value that we will bring to our customers. Each sales leader on our new team is an industry veteran with extensive market experience. These changes are additive to our recent Customer Service improvements, our increased availability of local stock, and our reduction of pre-paid order minimums. We are bolstering our organization to better serve our customers. Our focus on quality, service, and innovation will continue... stay tuned."

About Pliant

Pliant Corporation is a leading producer of value-added film and flexible packaging products for personal care, medical, food, industrial and agricultural markets. The Company operates 21 manufacturing and research and development facilities around the world, and employs approximately 2,900 people.

Contact:

Fred Wampnar
Vice President and General Manager of Stretch and Shrink Films
847.969.3300
www.pliantcorp.com