

March 5, 2008

Amcor Flexibles Awarded 2008 Flexible Packaging Achievement Award for SafeStick Package Design

Mundelein, IL – March 5, 2008 – Amcor Flexibles, a global leader in printed foil and film laminates used in pharmaceutical, medical, personal care, home care, food and related applications, announced they have received a 2008 Flexible Packaging Achievement Award by the Flexible Packaging Association (FPA). Amcor Flexibles received a Silver Award in Technical Innovation for the Amcor SafeStick™ Child Resistant (CR) tear-open pack used for Goody's Headache Powder, manufactured by GlaxoSmithKline. Goody's Cool Orange is the newest Goody's headache powder with an orange flavor that is easy to swallow. The headache powder is formulated to provide fast pain relief by pouring the powder directly from the unit dose package into your mouth.

The Amcor SafeStick packaging technology, in addition to providing convenient and portable unit dose dispensing, incorporates child resistance into a tear-open feature for pharmaceutical and other packaging applications. Unlike traditional tear-open packs that require a tear notch to open, Amcor SafeStick uses a printed tear indicator, accompanied by text instructions, that shows precisely where the product can be easily opened. The tear-open feature may be used as a standalone design or combined with "fold first" or "squeeze first" instructions to meet specific CR and end use requirements.

The tear-open feature can also be incorporated into pouch or sachet formats, and is suitable for both OTC and prescription drugs. This packaging can accommodate a range of pharmaceutical and personal care applications formulated in powders, granules, liquids, oral dissolve strips, creams and gels. A video

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demonstrating the packaging's ease of opening can be viewed at http://www.goodypowder.com/Default_flash.aspx.

Materials can be gravure printed to include point-of-use marketing. The 8-color rotogravure process enables the SafeStick product graphics to match graphics on the outer carton, allowing for easy product recognition and enhanced brand identity.

"This innovative design eliminates extra material and tooling costs associated with traditional notched or slit tear opening features," says Teri Meadow, Amcor Flexibles' Director for Pharmaceutical & Personal Care Packaging. "The tear indicator can be located anywhere on the pack to meet product dispensing, CR criteria and graphic design preferences."

The Flexible Packaging Achievement competition is judged based on packaging advancements in new technologies, printing techniques, package structures, environmental advantages and end uses in a wide range of industry applications. The award was received by Amcor at the FPA's 2008 Flexible Packaging Achievement Awards Dinner held on Wednesday, March 5, 2008, in Orlando, Fla., in conjunction with the FPA's 2008 Annual Meeting. For more information about the FPA, visit www.flexpack.org.

About Amcor Flexibles

Amcor Flexibles is a premier global supplier of printed foil and film laminates used in pharmaceutical, medical, personal care, food, beverage, home and industrial markets. Amcor Flexibles is part of Amcor, one of the world's top three global packaging companies, with nearly 60 manufacturing sites across Europe, the Americas and Asia.

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AMCOR FLEXIBLES

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Editors Note: attached is .jpg image of winning package

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