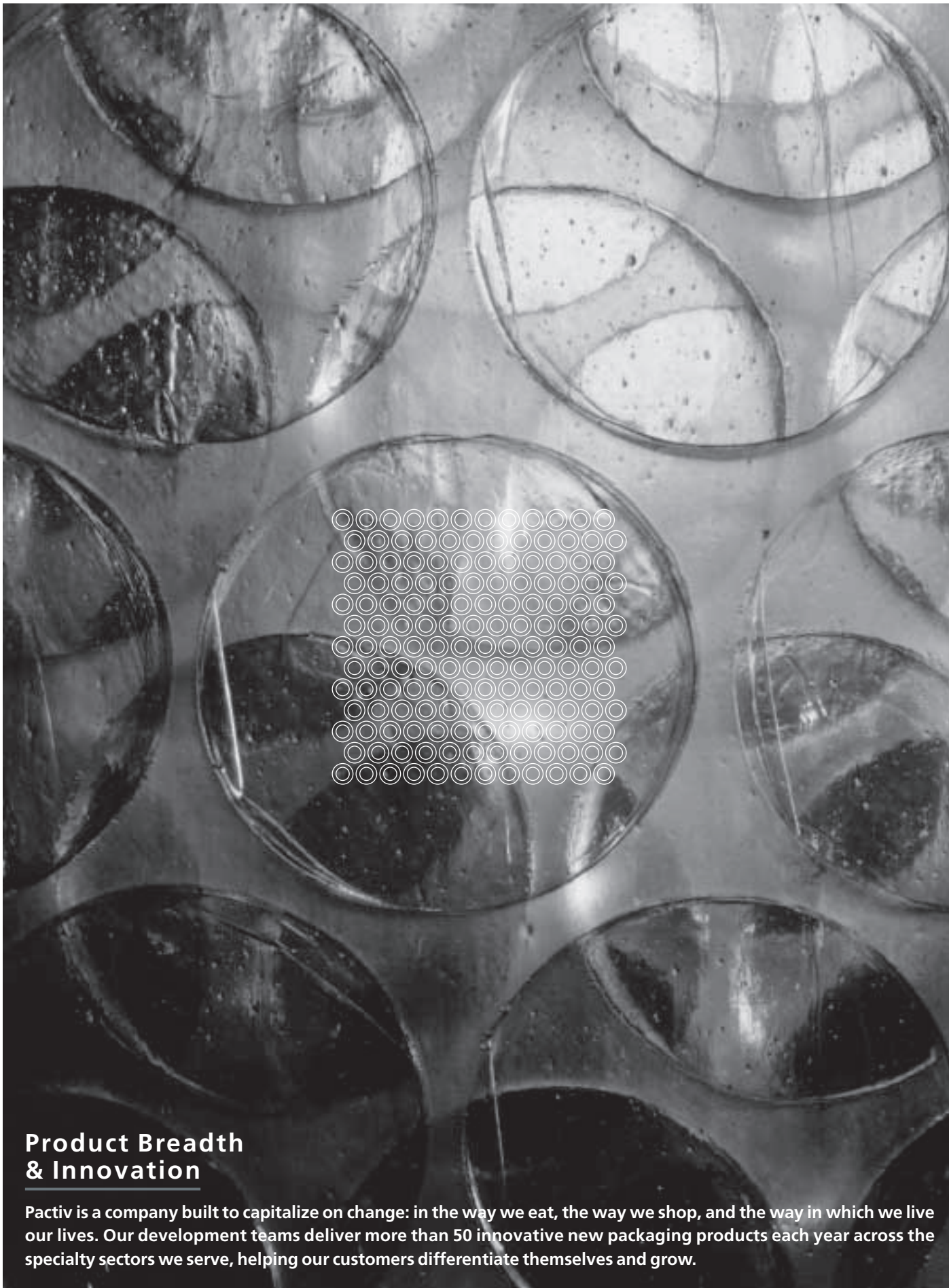


Hefty® Brand Leadership

From kitchen to garage and from coast to coast, consumers have been relying on Hefty®'s strength, dependability, and convenience for nearly 40 years. Today, Hefty® is one of the nation's most trusted and respected brands and the leader in every market segment in which it competes: waste bags, tableware, disposable cookware, and the slider segment of the food bag market.



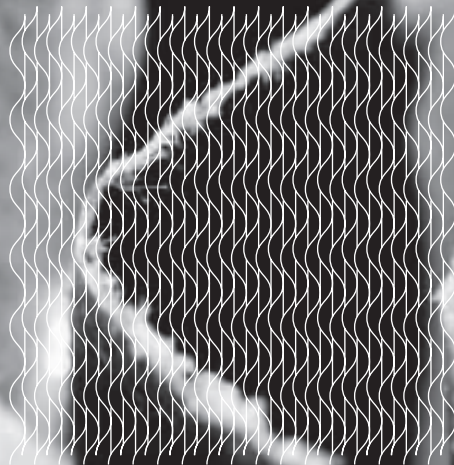
Product Breadth & Innovation

Pactiv is a company built to capitalize on change: in the way we eat, the way we shop, and the way in which we live our lives. Our development teams deliver more than 50 innovative new packaging products each year across the specialty sectors we serve, helping our customers differentiate themselves and grow.



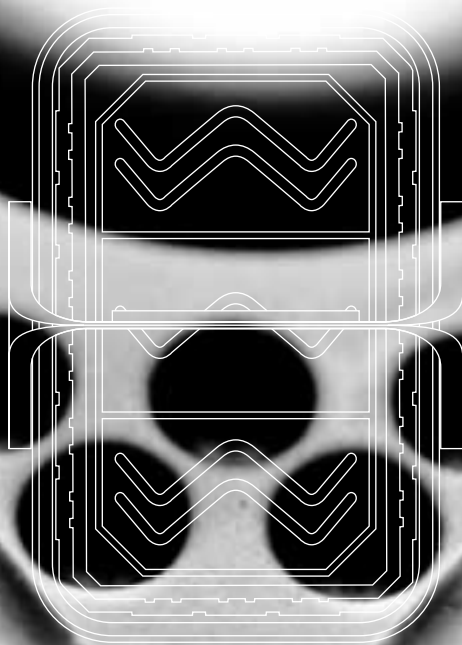
Market Leader

Pactiv has grown from \$900 million in sales in 1995 to more than \$3 billion in 2000. Today, more than 50 percent of our sales come from markets where we hold the No. 1 position, and more than 80 percent from markets where we rank No. 1 or No. 2. The key to our success: an unwavering focus on markets that offer superior growth rates, high margins, and opportunities to add value.



Channel Access & Distribution Strength

What sets Pactiv apart in the specialty packaging marketplace? We have a unique ability to deliver multiple products through multiple channels to meet multiple needs in an integrated manner. Doing that means understanding our customers' business requirements in detail – and delivering one simple package to meet them.



Low Total Cost

Ensuring our long-term position as the industry's low-cost provider means leveraging our scale, using technology to improve processes, and investing in people and productivity. At Pactiv, we're advancing on all of these fronts, continuously improving our products and services while bringing them to market at the lowest delivered cost.



Growth

The markets we serve are large, fragmented, and growing at nearly double the rate of the packaging industry as a whole. Our goal: to translate 4 percent to 6 percent annual sales growth into 12 percent to 15 percent earnings gains, delivering value consistently and dependably to consumers, our customers, and our investors.