



For Immediate Release

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Glass packaging sector of Saint-Gobain launches new Verallia brand

Paris – The Packaging Sector of Saint-Gobain has launched Verallia, a new international brand dedicated to the manufacturing activities of glass bottles and jars.

Therefore, all around the world, the glass packaging businesses of Saint-Gobain are now unified under the unique Verallia brand. This new brand was established to raise the profile of the Saint-Gobain glass packaging business with its markets, customers, manufacturing network, and regional economies.

“The Verallia brand was also created to reflect our values and our unique business model that is built upon the combination of strength and proximity: the **strength** of a worldwide manufacturing and sales network, and the **proximity** that we cultivate every day with our customers and business partners,” said Jérôme Fessard, CEO of the Packaging Sector.

With Verallia, Saint-Gobain wishes to project its expertise, illustrate its capacity for innovation and its sustainable development strategy, and maintain its reputation as the benchmark for the glass packaging industry. The objective of the Verallia brand is to always offer the best glass packaging on the market.

The launch of the Verallia brand comes at a time in which Saint-Gobain has decided to refocus its corporate strategy and communication around its core business of habitat. The legal entities of the companies of the Packaging Sector remain unchanged.

About Verallia and Saint-Gobain Packaging

Verallia is a brand of Saint-Gobain, created for the glass bottles and jars market. Saint-Gobain Packaging, the second largest global manufacturer in the market, designs and manufactures glass packaging that is increasingly respectful of the environment, infinitely recyclable, promotes its contents, preserves the quality of its products and enhances the well-being of consumers.

In 2009, Saint-Gobain Packaging had sales of 3.4 billion € and manufactured 25 billion bottles and jars. The Packaging Sector of Saint-Gobain includes 60 industrial sites in 12 countries, six technical centers, 15,000 employees, and offers design and glass decoration services. The deployment of the activity relies on the sales network that serves nearly 20,000 customers worldwide. The business continuously invests in sustainable development and innovation, which is demonstrated by the 47 new eco-conceived products launched and its seven awards for innovation in 2009.

Saint-Gobain Containers, the Packaging Sector's North American business, is the second largest glass container manufacturer in the United States and produces Verallia brand glass bottles and jars for the wine, beer, beverage, spirits and food container markets with 13 strategically located plants, and a state of the art distribution center.

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