

U.S. Consumers Love Glass

Trend Report
June 2011
www.GlassIsLife.com

Of the following types of food and beverage containers, which material do you think ...



59%

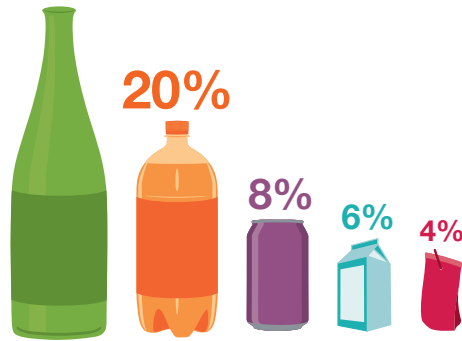
"Don't Know": 4%



... is the most natural and healthy for you?

60%

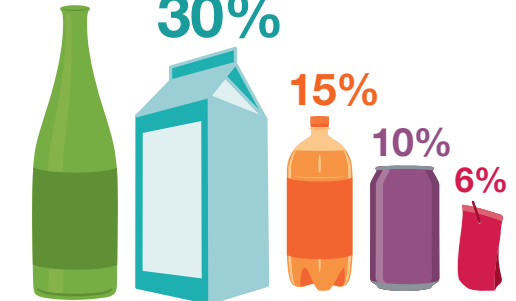
"Don't Know": 2%



... is least likely to impact or change the way the food or beverage tastes?

37%

"Don't Know": 2%



... is the most environmentally friendly?

If you could buy your favorite food or beverage in any kind of container, what type would it be?

"Don't Know": <0.5%



Glass is the best material to truly reduce, reuse and recycle.

It is 100 percent recyclable and can safely be used over and over again.

85%

say food and beverages **taste better** in glass



81%

agree that glass containers look the **most appealing** on the shelf



The data and analysis in this report were prepared by O-I and based on an Omnibus phone survey conducted of 1,000 U.S. consumers between April 1 and 3, 2011.

Please contact carolyn.chiang@fleishman.com to request additional data or to schedule a phone interview with O-I executives to discuss these key insights.

GLASS IS LIFE™



makers of pure, sustainable, brand-building glass packaging