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Graphic Packaging Increases Prices on Coated Recycled and Coated Unbleached Kraft Paperboard

MARIETTA, Ga., Oct. 27 /PRNewswire/ -- Graphic Packaging International, Inc. (GPI), a subsidiary of Graphic Packaging Holding Company (NYSE: GPK), recently announced a price increase of \$40 per ton for its PaceSetter® coated recycled board (CRB), and a price increase of \$40 per ton on its SUS® coated unbleached kraft paperboard (CUK), effective with shipments on or after Dec. 1, 2010. The SUS® board increase effects GPI's coated folding carton grades, Omni-Kote® and Pearl-Kote®, as well as its carrier grade, Aqua-Kote®.

Forward Looking Statements

Statements of the Company's plans regarding price increases in this release constitute "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. Such statements are based on currently available information and are subject to various risks and uncertainties that could cause actual results to differ materially from the Company's present expectations. Undue reliance should not be placed on such forward-looking statements, as such statements speak only as of the date on which they are made and the Company undertakes no obligation to update such statements. Additional information regarding these and other risks is contained in the Company's periodic filings with the SEC.

About Graphic Packaging International, Inc.

Graphic Packaging International, Inc., a subsidiary of Graphic Packaging Holding Company (NYSE: GPK), headquartered in Marietta, Georgia, is a leading provider of paperboard packaging solutions for a wide variety of products to food, beverage and other consumer products companies. The company is one of the largest producers of folding cartons and holds a leading market position in coated-recycled boxboard and specialty bag packaging. The company's customers include some of the most widely recognized companies in the world. Additional information about Graphic Packaging, its business and its products is available on the company's web site at www.graphicpkg.com.

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