



**NEWS FROM  
RockTenn Merchandising Displays**

**For additional information:**

Kathy McGowan-Carnes  
Director of Marketing

**RockTenn Merchandising Displays**

973-610-2871

[kmcgowan@rocktenn.com](mailto:kmcgowan@rocktenn.com)

**Alliance Changes Name to  
RockTenn Merchandising Displays**

Winston-Salem, NC — As a result of a continuing strategy to consolidate its corporate identity under a common brand, RockTenn has announced that Alliance, a RockTenn company, will change its name to **RockTenn Merchandising Displays** effective immediately. In 2008, the Company updated its logo and initiated a rebranding campaign to consolidate divisional identities and branding strategies following its acquisition of Southern Container Corp.

The goal of the name change is to leverage the RockTenn reputation of executional excellence and low cost leadership. According to Craig Gunckel, Executive Vice President and General Manager – Merchandising Displays, “Our strategy and commitment is to continue our heritage of industry leadership in innovation and execution, focused on delivering in-store merchandising solutions, with the goal of improving our clients’ ROI (return on investment). The new unified identity will clarify and strengthen our brand positioning and ensure consistent name recognition by both customers and prospects.”

RockTenn Merchandising Displays is a leading in-store marketing and merchandising solutions provider. It develops promotional and permanent displays and packaging programs supported by innovative retail marketing services for major consumer packaged goods and services companies and retailers.

*RockTenn (NYSE:RKT) is one of North America’s leading manufacturers of paperboard, containerboard, and consumer and corrugated packaging, with annual net sales of approximately \$2.8 billion. RockTenn’s 10,000 employees are committed to exceeding their customers’ expectations – every time. The company operates locations in the United States, Canada, Mexico, Chile and Argentina. For more information, visit [www.rocktenn.com](http://www.rocktenn.com).*

###