



Press Information

Five Vitro's Glass Containers Awarded in the US

- **Consumer packaged goods manufacturers continue to choose glass for new premium product introductions**
- **The Company continues expanding the frontiers of glass packaging design**

San Pedro Garza Garcia, Nuevo Leon, Mexico, May 21, 2007.- The Glass Packaging Institute (GPI) awarded Vitro Packaging, Vitro's US-based subsidiary with five out of eleven winning glass containers during its Clear Choice Awards annual Presentation and Reception at the McCormick Place Convention Complex in Chicago on May 7, 2007.

This year's Awards recognized eleven consumer product goods (CPG) companies and their achievements in expanding the frontiers of glass packaging design as well as honored *Ted's Montana Grill restaurants* with GPI's Recognition for Outstanding Sustainable Practices.

Vitro's five winning products were: *Sonoma Vineyards Chardonnay and Merlot* by Rodney Strong in the Wine Category; *Mountain Valley Spring Water* by Mountain Valley Spring Company in the Non-Carbonated Beverages Category; *Crown Royal XR* by DIAGEO in the Distilled Spirits Category; *Frützzo Organic Pomegranate Juice* by Frützzo, LLC in the Organic Beverage Category; and *OS Signature* by Procter & Gamble in the Cosmetic & Fragrance Products Category. The mentioned trade marks are property of their respective owners.

"Winning five out of eleven segment awards in this year's edition of the Clear Choice Awards Program strengthens our commitment to continue expanding our manufacturing capacity to serve the growing needs of our US-based customers. This is a clear indication that our products and services are appreciated by the industry and consumers", said Alfonso Gomez Palacio, Vitro's Glass Containers business unit President.

"Through designing and using glass packaging for your brand, you are leading the way in providing your customers with what they really want—a 'pure,' 'premium' and 'sustainable' product," says GPI President Joseph Cattaneo. "Choosing glass for a food, beverage or cosmetic product is an environmentally and socially responsible decision that allows a package design to create superior shelf impact and brand loyalty."

The Clear Choice Awards is the only awards program that recognizes consumer product goods (CPG) companies that package their food, wine, beverage, cosmetic and fragrance products in glass in the United States.

“All of these years’ winners confirm the values of glass as a primary packaging choice to develop a premium brand image, shelf appeal, and the natural look so desirable to today’s consumer. Everyone involved at Vitro are especially proud to win five of eleven segment awards. Considering our market share in the US, this recognition says a lot about our values of creativity & innovation, teamwork, and customer orientation”, said John T Shaddox, Vitro Packaging’s CEO.

Vitro’s Glass Containers business unit, industry leader, has developed the distinctive ability to satisfy precisely its customers’ needs; this allows us to participate actively in the USA, Mexico, Central America and the Caribbean in several high demanding niche markets, successfully competing with the best glass containers producers worldwide, especially those showing growth potential, such as beverages, beer, wines and liquors, cosmetics and fragrances, among others”, concluded Alfonso Gomez Palacio.

For that reason, Vitro is leading the industry in Mexico in several fundamental areas, including its development of innovative, state-of-the-art technology to manufacture value-added containers, its care for the environment, and its social responsibility.

We are proud to manufacture 100 percent recyclable products that enable us to preserve our environment and provide a cleaner planet for future generations. Our customers can build on this mindset to consolidate their leadership positions.

To view Vitro’s winning containers in high resolution, please access the following link: http://www.vitro.com/vitro_corporativo/ingles/neroima.htm

The 2007 Clear Choice Awards judging panel included representatives from the packaging academia, packaging design and the packaging trade media:

- **Sarah Theodore, Editor, Beverage *Industry* magazine**
- **Ron Romanik, Editor-In-Chief, *Package Design* magazine**
- **Deanna Jacobs, Packaging Professor, Rochester Institute of Technology**
- **Doug Palmer, VP, Consumer Brands, Safeway**
- **Dan Matauch, Principle/Creative Director, Flow-Design, Inc.**

The entries were judged on aesthetics, creativity, marketability, and form and functionality.

Clear Choice Awards Judge Ron Romanik, Editor-in-Chief of *Package Design* magazine, commented, “I was very impressed with both the design and execution of the entries for the 2007 Clear Choice Awards. Many of the

entries had a great combination of a striking shape, a strong presentation, and an enticing label. One of the strengths of glass packaging is how it can convey strength and confidence in a brand or product, and there were many examples that were successful in that way among this year's entries.”

“From a package design perspective, glass has always been one of my favorite materials to work with because of its flexibility and premium image. It was a pleasure to see this year’s entrants and how much thought went into each design,” said Dan Matauch, Principle and Creative Director of Flow-Design, Inc., a Detroit-based packaging design firm.

All 2007 Clear Choice Award winners received an engraved, one-of-a-kind Clear Choice Award created by internationally-renowned, Smithsonian-exhibited glass artist, Tim Tate. Winners also received industry recognition and brand building media coverage.

Since 1989, the Clear Choice Awards Program has honored product manufacturers who expand the frontiers of packaging design and use glass in innovative ways. This is the only award program that recognizes the contribution glass packaging makes to the image and success of everyday products.

The Glass Packaging Institute (GPI) is the trade association representing the North American glass container industry. Through GPI (www.gpi.org), glass container manufacturers speak with one voice to advocate industry standards, promote sound environmental policies and educate packaging professionals.

Vitro, S.A.B. de C.V. (NYSE: VTO; BMV: VITROA), through its subsidiary companies, is a leading participant in two distinct types of: flat glass and glass containers. The Vitro companies manufacture products for a variety of markets, including construction and automotive glass; beverage, cosmetic, pharmaceuticals, food, liquor, and wine glass containers. Vitro also produces raw materials and capital goods for industrial use, which are vertically integrated in the Glass Containers business unit. Founded in 1909 and based in Monterrey, Mexico Vitro subsidiaries have facilities and a significant distribution network in nine countries, located in North, Central and South America, and Europe, and export products to more than 40 countries worldwide. For more information, you can access Vitro's Website at: <http://www.vitro.com>

For further information, please contact:

Media: Albert Chico Smith Vitro, S. A. de C.V. +52 (81) 8863-1661 achico@vitro.com	Investor Relations Adrián Meouchi/Ángel Estrada Vitro S.A. de C.V. + (52) 81-8863-1765 / 1730 ameouchi@vitro.com aestrada@vitro.com	US Contact: Susan Borinelli Breakstone Group (646) 452-2336 sborinelli@breakstone-group.com
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