



Three Vitro glass containers win world class awards as best in category

- *Vitro stands out among other companies from 32 countries spanning the five continents by receiving several awards for the third consecutive year.*
- *The World Packaging Organization grants its coveted “World Star Awards” to two containers in the beverage category and one in health and beauty care.*

San Pedro Garza García, Nuevo León, Mexico, July 2nd, 2009 –For the third consecutive year the World Packaging and Container Organization (WPO) granted its coveted and maximum prize “*World Star Award*” to three containers manufactured by Vitro, two in the category of beverages and one in the category of health and beauty.

On this occasion, during the annual award ceremony that took place in México City, 136 containers were judged from companies from 32 countries from around the world. The glass bottles of *Tequila Real de México (Destilería Morales)*, *The Ultimate Margarita (Casa Cuervo)* y *Anew Ultimate Contouring eye system (Avon)*, designed by Vitro were awarded the maximum prize.

Referring to these latest international awards, Alfonso Gómez Palacio, President of Vitro’s Container business unit commented: “The innovation, quality, service and use of state of the art technology for the designing and manufacturing of these containers has allowed us to deliver products that fulfill the quality requirements of our clients. These awards commit us to work, even more diligently, to overcome the challenges that we face to continuously improve the development process for new containers that satisfy the specific needs of the products of our clients”.

Roberto Romero, Marketing Director for Vitro Glass Containers, assured us that the key to winning these awards is the rapid response time for the development of new products and the strict adherence to their special characteristics during their manufacture.

“The new product development process forms a vital part of the growth strategies of Vitro and proudly represents a true example of quality and service within the industry”, affirms Romero.

The winning containers this year have the following characteristics;

- *Tequila Real de México* was created around a concept of delicate esthetics that brings to mind the waist of a woman wrapped in a shawl, giving it a noticeably distinguished look different from any other product. In the eyes of



the consumer, the container highlights its contents with a smooth, transparent and elegant image that forms it into something unique.

- *The Ultimate Margarita* has a pyramid presence that, together with its diagonally integrated handle, offers a unique concept in its class with a functional presence for consumers. Its development presented a high degree of difficulty yet the end result was attractive and easy to place into the market. From the front it shows a prismatic shape that suggests a product with a lot of class. Its different aspects and comprehensive style turns it into an attractive product, due to its functional balance and esthetics.
- *Anew Ultimate Contouring eye system* is a crucial part in the transformation of the Anew Ultimate line, in a 15 milliliter version, that shows off an extraordinary product at first sight. The container has a special lid with a compartment; the concept requires that the silk panel be perfectly aligned with the front of the lid. This container is sold in the Americas, Asia and Europe.

The criteria used by the judges panel included: ease in filling with the contents, opening and closing, protection and preservation of the contents, adequate information, attractiveness for its sale, economy in materials used, reduction in production costs, compatibility with the environment and adjustment to local conditions.

The WorldStar awards highlight the advancements of the best artistic creations in the containers market by creating parameters of perfection that serve as an example for those active participants in the world industry. In this event only containers that have already won a national award may participate and each container is compared to a similar one from any part of the world.

The World Packaging Organization (WPO), instituted in 1968 by visionary leaders in the global community of packaging and containers, is a non profit organization and is comprised of a series of federations, institutions and associations dedicated to promote the use of glass containers as the best option for packaging products.

To download images of the winning containers produced by Vitro, please consult the following link: http://www.vitro.com/vitro_corporativo/espanol/neroima.htm

Vitro, S.A.B. de C.V. (BMV: VITROA; NYSE: VTO), is one of the largest glass manufacturers in the world backed by 100 years of experience. Through our subsidiary companies we offer products with the highest quality standards and reliable services to satisfy the needs of two distinct business sectors: glass containers and flat glass. Our manufacturing facilities produce, process, distribute and sell a wide range of glass products that form part of the everyday lives of millions of people as well as offering excellent solutions to multiple industries that include: wine, beer, cosmetic, pharmaceutical, food and beverage, as well as the automotive and construction industry. In addition, we supply raw materials, machinery and industrial equipment to different industries. We constantly strive to improve the quality of life of our employees, as well as the communities where we operate, by generating employment and economic prosperity given our



permanent focus on quality and continuous improvement, as well as through our consistent efforts to promote sustainable development. Located in Monterrey, Mexico, and founded in 1909, Vitro currently has major facilities and a broad distribution network in ten countries in the Americas and Europe and the Company's products can be found all around the world. For more information, you can access Vitro's Website at: <http://www.vitro.com>

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