



## **Outstanding Performance by Vitro Glass Containers in The Mexican Packaging Association Annual Contest**

- **36 glass containers presented by Vitro won the “2004 Stellar Container” award**
- **These awards support Vitro’s technological efficiency and its products high standard levels.**

**San Pedro, Garza Garcia, Nuevo Leon, Mexico, June 22, 2004.-** The Mexican Packaging Association (AMEE) awarded 36 of Vitro glass containers the “2004 Stellar Container” Annual Contest award.

“For Vitro, every container is an opportunity and a challenge that transforms into a fulfilled promise when it becomes our customer’s winning product”, said Alfonso Gómez Palacio, Vitro’s Containers President.

The key objective of the AMEE’s annual contest is to recognize creativity, innovation, variety of materials used, environmental efforts, as well as cost in all of the participating containers.

“At Vitro we have the necessary tools to provide winning proposals to our customers, supported by our market intelligence, marketing and sales, as well as manufacturing and Vitro Global Design areas, whose role has been key in the merchandizing strategy of design and materials development for sales points”, added Gómez Palacio.“

In addition, Vitro’s manufacturing facilities rely on quality and efficiency to offer our customers functional containers that will satisfy each and every one of the required quality control check-points.

“Vitro’s winning containers met all the contest basic requirements, such as content conservation and protection, attractive design for sales purposes, manufacturing quality, as well as economic material and recyclable, among others, that the jury evaluates before communicating their decision”, said Hugo Lara, Vitro’s Containers Commercial Director.

Our technology division is concerned about maintaining and integrating global industry’s new developments and trends, which include continuously development of lighter containers each year to maintain our competitive levels.

The Mexican industry manufactures 9 billion glass bottles every year, and Vitro's Containers business unit has developed a unique ability to accurately satisfy its customers needs, which allows the Company to actively participate in several high demanding niches, specially in markets that show growing potential, such as beverages, beer, wines and liquors, cosmetics and fragrances, among other, assured Lara.

For that reason, Vitro is leading the industry in several fundamental elements, such as innovation and state-of-the-art technology development to manufacture added value containers, by caring about the environment and being socially responsible.

To Roberto Romero, Vitro's Containers Marketing Manager, today's consumers recognize and accept that glass containers are the best choice to preserve the food product's attributes and quality, while they allow flavors to mix and offer more hygiene.

"We are proud to manufacture 100 per cent recyclable products that preserve our environment and allow us to deliver a clean planet to future generations. This allows our customers to leverage this mindset to consolidate their leadership", concluded Roberto Romero.

*Vitro, S.A. de C.V. (NYSE: VTO; BMV: VITROA), through its subsidiary companies, is one of the world's leading glass producers. Vitro is a major participant in three principal businesses: flat glass, glass containers and glassware. Its subsidiaries serve multiple product markets, including construction and automotive glass; food and beverage, wine, liquor, cosmetics and pharmaceutical glass containers; glassware for commercial, industrial and retail uses; plastic and aluminum containers. Vitro also produces raw materials and equipment and capital goods for industrial use. Founded in 1909 in Monterrey, Mexico-based Vitro has joint ventures with major world-class partners and industry leaders that provide its subsidiaries with access to international markets, distribution channels and state-of-the-art technology. Vitro's subsidiaries have facilities and distribution centers in nine countries, located in North, Central and South America, and Europe, and export to more than 70 countries worldwide. For further information, please visit our website at: <http://www.vitro.com>*

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