



News Release

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Sealed Air's Diversey Business Wins 2011 ISSA Innovation Award for Dilution Control System

*SmartDose chosen as 2011's most innovative solution
within Cleaning Agent category*

LAS VEGAS, NV. – October 19, 2011 – Sealed Air's (NYSE: SEE) Diversey business was awarded a 2011 International Sanitary Supply Association (ISSA) Innovation Award for its SmartDose dilution control system at the ISSA/INTERCLEAN 2011 industry show in Las Vegas. The product was chosen as the industry's most innovative solution in the cleaning agent category by building service contractors (BSCs), distributors and in-house cleaning professionals.

"It is a great honor to be recognized by our customers for the most innovative product within the cleaning agent category," said John Alexander, president, Americas for the Diversey business. "We are constantly looking for ways to improve our product portfolio and better serve our customers, and we're extremely proud to earn this prestigious award."

Cleaning industry distributors, BSCs and in-house cleaning professionals voted on products for the ISSA Innovation Awards among five different categories: cleaning agents; equipment; paper and plastics; supplies; and services, technology and other. The awards will be presented at ISSA/INTERCLEAN 2011, which is the cleaning industry's largest trade event.

The SmartDose dilution control system minimizes maintenance costs and contact with chemicals. The easy-to-use, spill tight container is marked with clear icons to safely dispense correct dosages for bottles, buckets and auto-scrubbers without a water hookup. SmartDose increases product efficacy and cost control by ensuring an accurate dose is dispensed every time.



Diversey is a business unit of Sealed Air Corp., a leader in food and other protective packaging solutions. Sealed Air recently completed its acquisition of Diversey, creating the new global leader in food safety and security, facility hygiene and product protection.

For more information, visit Diversey booth 3031 at ISSA/INTERCLEAN 2011, or go to www.diverse.com.

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About Sealed Air

Sealed Air is the new global leader in food safety and security, facility hygiene and product protection. With widely recognized and inventive brands such as Bubble Wrap® brand cushioning, Cryovac® brand food packaging solutions and Diversey® brand cleaning and hygiene solutions, Sealed Air offers efficient and sustainable solutions that create business value for customers, enhance the quality of life for consumers and provide a cleaner and healthier environment for future generations. On a pro forma basis, Sealed Air generated revenue of \$7.6 billion in 2010 and has approximately 26,000 employees who serve customers in 175 countries. To learn more, visit www.sealedair.com.