



Price/McNabb Named Agency of Record for Sonoco

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CHARLOTTE, N.C., March 15 /PRNewswire/ -- Sonoco (NYSE: SON), one of the leading manufacturers of packaging solutions for the consumer and industrial markets, has named Price/McNabb, a Charlotte-based communications firm, as agency of record. Price/McNabb will assist Sonoco with strategic communications planning that will drive the execution of a number of marketing communications activities, primarily leveraging the company's corporate Sonoco brand.

"We selected Price/McNabb because of the firm's position as one of the leading agencies practicing Relationship Management," said Allan Cecil, Sonoco's vice president of investor relations and corporate affairs. "Price/McNabb brings extensive business-to-business marketing experience that will help Sonoco become more focused on customer-oriented communications."

"We are thrilled to work with a Fortune 500 company that has such a rich heritage of excellence," said Tom Eppes, President of Price/McNabb. "We are excited by the challenge of helping the company reach its business and communications goals."

Founded in 1899, Sonoco is a \$2.6 billion manufacturer of industrial and consumer packaging products with approximately 275 operations in 32 countries serving customers in some 85 nations.

Price/McNabb is a 30-year-old communications firm based in Charlotte. The \$53 million firm, which is recognized as a leader in customer relationship management, offers a full range of communications services including advertising, public relations, creative design and direct marketing.

SOURCE Price/McNabb

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CONTACT: Tom Eppes of Price-McNabb, 704-375-0123