



Boisset Family Estates and Constar Celebrate the 2008 Vintage Beaujolais Nouveau with a Lightweight, Environmentally Friendly Plastic Bottle



PHILADELPHIA, Penn., November 17, 2008 - - Each year, on the third Thursday of November, French vintner Boisset Family Estates flies thousands of bottles of Beaujolais Nouveau to eager wine lovers around the world, a harvest tradition celebrating the arrival of the refreshing, fruity wines. This year, however, Boisset is breaking with tradition. Instead of packaging its Beaujolais Nouveau wines from the historic wineries of Mommessin and Bouchard Aîné & Fils in glass bottles, the progressive winemaker is using plastic.

It's a move designed to protect the environment and provide "green" Beaujolais Nouveau enthusiasts with guilt-free pleasure. According to Boisset Family Estates, a case of wine in glass bottles weighs 38 pounds. In plastic, a case weighs just 22 pounds, a weight savings of more than 40 percent. That equates to a significantly smaller carbon footprint and a reduction in air freight costs. (The first bottles of Beaujolais Nouveau are always rushed over by air!)

Rest assured the vivacious flavors of the Beaujolais Nouveau will be protected. Boisset Family Estates has chosen Constar International Inc., (NASDAQ: CNST) a leader in high-barrier PET (polyethylene terephthalate) packaging technology, to supply the technology and pre-forms used to make its new 750ml plastic bottles. At first glance, the bottles are nearly identical to glass. However, these lightweight plastic vessels contain a proprietary oxygen scavenging technology called MonOxbar™ that keeps oxygen from permeating into the bottle, thereby protecting the flavor, aroma, and deep, rich color of the wine inside.

Constar's MonOxbar technology and Boisset Family Estates' delicious Beaujolais Nouveau wines are a marriage made in heaven, says Constar Vice President for Marketing and Business Development Scott Pleune. "There is growing demand from retailers, marketers, and consumers for environmentally friendly packaging, and equally important, sustainable business practices. Boisset Family Estates has embraced this concept and found a package that satisfies the demand for sustainability without compromising the performance of the package and the integrity of the wine. Containers incorporating our MonOxbar technology are specifically designed to protect the subtle flavors of wine, beverages and foods that are packed in PET containers."

According to Boisset Family Estates President Jean-Charles Boisset, his winery is the first ever to announce that all of its Beaujolais Nouveau wines imported to North America will be packaged exclusively in lightweight PET plastic bottles. "We are committed to reducing the wine world's carbon footprint," says Boisset. "It is critical in today's time, with the scarcity of our planet's resources and the known environmental impacts of human activity, that we consider whether we should still ship thousands of cases of wine in heavy bottles via air throughout the world in order for the wines to arrive on time for their annual release date in November, when we can reduce fuel use and greenhouse gas emissions by more than half through a responsible choice of packaging."

The new bottle benefits wine lovers in other ways. The shatterproof PET bottle finished with a convenient screw cap won't break when dropped, a plus for those enjoying their wine at home or carrying it to a celebratory function. Once the contents are enjoyed, the PET bottles can be dropped into a curbside recycling bin, collected, and recycled into a wide range of new products, including packaging. Finally, Boisset Family Estates is passing the lower freight costs on to fans of its Beaujolais Nouveaus. In traditional glass bottles, its Beaujolais Nouveaus retailed between \$13.99 and \$14.99. In plastic, Boisset expects the retail price to be \$12.99.

Boisset Family Estates' move to plastic is a significant break from past practices. The Nouveau tradition has been carried on since the 19th century when the wines were transported down the Saône River to the bistros of Lyon. Beaujolais Nouveau became a worldwide phenomenon and is today enjoyed in major cities throughout the world when the wines are released on the third Thursday of November. In 2006, five million cases of Beaujolais Nouveau were produced, and approximately 270,000 cases imported to the United States and Canada, much of which was air-freighted to arrive immediately after the traditional date.

The conversion of Boisset Family Estates' Beaujolais Nouveau from glass to plastic is another step in a strong partnership between Constar and the French winemaker. In August, they teamed up on the U.S. launch of Yellow Jersey and Bonus Passus, an AOC Côtes du Rhône, in PET bottles. As a pioneer for innovation, Boisset is not afraid to transform the wine world and set the new sustainable standard for the wine industry.

About Constar International Inc.

Philadelphia, Penn.-based Constar International Inc. is a leading global producer and supplier of PET (polyethylene terephthalate) plastic containers for food and beverages. The Company provides full-service packaging solutions, from product design and engineering, to ongoing customer support. Its customers include many of the world's leading branded consumer products companies. For more information, [visit www.constar.net](http://www.constar.net).

About Boisset Family Estates

Boisset Family Estates is an innovative, eco-minded, family-owned producer and importer of fine wine and spirits. Its goal is to express the qualities of its wines with an "art de vivre" and style that consistently honors provenance and enhances terroir, history, heritage, and quality. The philosophy of uniting each wine with innovative packaging is a vision of sustainability and desire to provide wines for every moment, mode of consumption and occasion. With its roots in Burgundy, France, wineries on two continents and a U.S. office in California, Boisset is a leading producer of Pinot Noir and one of France's top exporters of premium wines. For more information on the company and its wineries, please visit www.boissetfamilyestates.com.

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