

**FOR IMMEDIATE RELEASE*****CDF Announces Expansion of Cheertainer Sales Operation***

New team to lead expanded direct and channel sales organization focused on aggressively increasing revenues and market share

Plymouth, MA, January 2, 2007 - CDF Corporation today announced the expansion of its North American Cheertainer Packaging System sales operation under the leadership team of Iris Kennedy and Steve Gosling. Ms. Kennedy, who most recently held the position of business development manager, has been promoted to Cheertainer Product Manager. Mr. Gosling, who joined the company on January 8, 2006, has been named Technical Director-New Product Development. Ms. Kennedy will also take on the responsibilities of Cheertainer Sales Manager directing regional sales representatives based in Chicago, IL, Marshfield, MA, San Francisco, CA and Pittsburgh, PA.

The appointment of these two executives, along with the formation of a supporting inside sales organization led by Cheryl Paul, Assistant Product Manager, represents significant reinforcements that the company believes will lead to increased sales opportunities.

CDF's [Cheertainer](#) Packaging System presents, for the first time in North America, a patented [bag-in box](#) design (in 10, 15 and 20 liter sizes) that can be used in manual fill operations or integrated with optimal semi-automatic and automatic filling equipment, also available through CDF. The system offers product manufactures choices that will significantly reduced operational, storage, freight and handling costs.

"The Cheertainer product line has been created from day one with sustainability as our goal. Throughout the design and manufacturing process attention has been focused on energy efficient manufacturing and source reduction," said Laura Beechwood, Chief Operating Officer, CDF Corporation. "We have successfully introduced the concept on a pilot basis and are now ready to have first mover advantage with the revolutionary solutions-focused product line. The appointment of Iris Kennedy and Steve Gosling and the strategic expansion into system approach that benefit our customers along the full life cycle of the product will enable us to capitalize on this opportunity across North America."

A 12 year veteran at CDF, Iris Kennedy has held several key operational roles with increasing responsibility including Interim Quality Director and most recently Business Development Manager.

Steve Gosling, who has a degree in Mechanical Engineering Technology, comes to CDF after a successful career with GN Packaging Equipment in Toronto, Canada. Mr. Gosling will be responsible for all technical aspects of the Cheertainer Packaging System.

"With these improvements, we are materially strengthening CDF's overall market coverage and positioning the company to accelerate sales of current and future 10, 15 and 30 liter packaging solutions," said Iris Kennedy. "Identifying new applications as well as taking market share of existing bag in box applications by offering system-wide cost savings will be priority number one. I am very excited to lead the sales team with Steve Gosling."

About CDF Corporation

[CDF Corporation](#) is a privately held plastic manufacturing company who leads the U.S. market in thermoformed liners for industrial containers. Since its inception in 1971, the company has maintained an energetic entrepreneurial approach to industrial package design, manufacturing and promotion. CDF manufactures products ranging in sizes from 2.5 gallons to 330 gallons in its Plymouth, Massachusetts ISO certified facility.

For more information visit: www.cdf1.com.

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