



FOR IMMEDIATE RELEASE:

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**NEW LEAF PAPER ANNOUNCES NATIONAL LAUNCH OF
NEW LEAF IMAGINATION 100 WRITING, TEXT AND COVER**

**Leading Environmental Paper Carries FSC Certification, Ancient Forest Friendly™
Designation and Green-e® Certification for Renewable Energy Offsets**

SAN FRANCISCO, CA, February 20, 2008— New Leaf Paper, an industry leader in the development and distribution of environmentally superior printing and office papers, announced today the national launch of New Leaf Imagination 100. New Leaf Imagination 100 is a beautiful, 94 bright, writing, text and cover fine printing paper that is made with 100% post-consumer recycled content and bleached without the use of chlorine or chlorine compounds. New Leaf Imagination has earned FSC certification and is designated Ancient Forest Friendly, the highest standard for environmentally responsible paper in North America. New Leaf Paper also purchases Green-e® certified wind power to offset the electricity used in manufacturing the paper.

New Leaf Imagination 100 combines superior print performance with leading environmental specifications and competitive pricing. Its surface quality and high brightness compete with the best virgin uncoated papers available on the market. This ready-to-ship inventory item is suitable for annual reports, books, catalogs, marketing materials, newsletters and any project requiring high-resolution imagery on a smooth uncoated sheet.

“Our customers asked us to create a superior quality uncoated paper, made with 100% post-consumer recycled content, that is affordable for print projects of all sizes,” said Jeff Mendelsohn, CEO of New Leaf Paper. “Fortunately for the environment, we succeeded with New Leaf Imagination.”

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New Leaf Imagination 100 meets the highest environmental standards:

- 100% post-consumer recycled content, which reduces greenhouse gas emissions in the manufacturing and landfill waste.
- Processed chlorine free, which helps protect rivers from poisonous chlorine bleach run-off.
- FSC certification, the world's strongest system for guiding responsible forest management.
- Ancient Forest Friendly designation, the highest and most comprehensive standards for environmental responsibility in the paper industry.
- Manufactured with electricity that is offset with Green-e® certified renewable wind energy certificates, which helps reduce the nation's output of the greenhouse gases that cause global warming.

ABOUT NEW LEAF PAPER

New Leaf Paper leads the paper industry in the development and distribution of environmentally responsible printing and office papers that compete aesthetically and economically with leading virgin-fiber products. New Leaf Paper offers a selection of more than 30 coated, uncoated, and board grade papers, many made with 100% post-consumer recycled content; its inventory products are all made with electricity that is offset with Green-e® certified renewable wind energy certificates. New Leaf Paper products range from luxurious finishes to offset papers, and its customer list includes printers and designers, Fortune 500 companies and preeminent nonprofit organizations.

For more information, please call New Leaf Paper at (888) 989-5323 or visit www.newleafpaper.com.

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