

INTERNATIONAL PLACE 1
6400 POPLAR AVENUE
MEMPHIS, TN 38197

February 19, 2008

Dear Valued Customer:

The paper industry faces a challenge today posed by certain environmental activist groups who believe that paper-based communications are inherently bad for the environment. These groups have organized a coalition to push Do Not Mail initiatives at the state level that would restrict the use of direct mail advertising.

The measures generally call for the establishment of a state-based registry of consumers who do not wish to receive direct mail advertising and harsh civil penalties and potential litigation for offenders. Driven by misguided environmental concerns, these proposals ignore the fact that direct mail is an important driver for the U.S. economy. In 2006, direct mail advertising contributed to more than \$660 billion in increased sales, and more than 3.5 million jobs.

In response to these Do Not Mail initiatives, International Paper has developed an informative and interactive website, www.ipmovesthemail.com which includes:

- Facts about the importance of the direct mail advertising industry to our nation's economy
- Links to additional industry resources
- Status of legislation in your state
- A way for you to voice your opinion and have a letter sent to your elected officials

Currently, these are the states where legislation has been introduced:

States Needing Action

- New York
- North Carolina
- Rhode Island
- Washington

States Not Needing Action

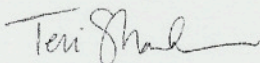
- Hawaii
- Maryland
- Michigan
- New Hampshire
- Tennessee
- Vermont

As an industry, we should oppose these misguided initiatives and be active in the national effort to block any Do Not Mail bills at the state and federal level. Here's how you can be sure your voice is heard by state or federal public officials.

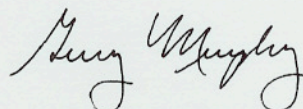
- Visit the website to learn about the issue and through the website contact your representatives in opposition to the legislation - critically important for those in the "States Needing Action" above
- Share this important information with your employees, printers and key end users and encourage them to do the same
- Continue to review the website periodically for up-to-date legislative activity and to determine if your state requires action

Thank you for your support!

Sincerely,



Teri Shanahan
Business Manager
Printing & Bristols



Gerry Murphy
Director of Sales, Merchant Channel
Commercial Printing & Imaging Papers