

Portucel Soporcel group joins AIESEC Portugal

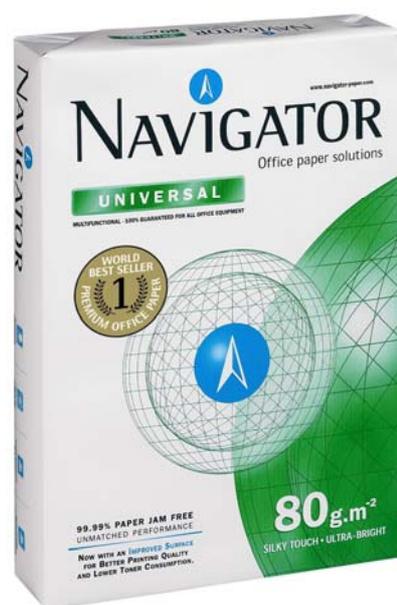
- After establishing various partnerships in European countries, the Portucel Soporcel group and AIESEC enter a partnership in Portugal
- The support provided by the Group is aligned to the development and communication of its social responsibility policy to the young
- Navigator backs up partnership by sharing the values and philosophy of the Association

The Portucel Soporcel group has entered a partnership with AIESEC Portugal in the year in which the Association commemorates its 50th anniversary. At the core of this partnership is the will to reinforce the development and communication of Portucel Soporcel group's social responsibility policy through an alliance between the Group and its paper brands, and that which has been considered by UNESCO as the largest international association of young university students.

AIESEC is a global organisation exclusively run by university students and young graduates. Its purpose is to promote understanding between different cultures and enable young people to develop their potential and skills.

Navigator is the paper brand that represents the Group in this partnership, initiated in the current month of May. Both having already connections in Spain, Belgium, France and Germany, this partnership in Portugal is seen as a natural step by AIESEC and the Portucel Soporcel group. The commitment now assumed in Portugal translates a convergence of values that AIESEC and Navigator inherently share, such as dynamism, leadership, innovation and success.

AIESEC Portugal is present in 10 universities and higher education institutes in Portugal, integrates a network of over 30 000 students and organises around 90 international student exchanges every year. This new partnership allows the Portucel Soporcel group to mark a presence in the initiatives promoted by AIESEC, including



its

participation in the five events and conferences promoted to celebrate the Association's 50th anniversary. The Group will also have the opportunity to make a presentation about the Navigator brand and its internationalisation process, which is considered a success story and has been made into a case study at world level.

The two organisations share an international dimension and a concern about supporting and taking part in projects with a positive impact on the wellbeing of the communities where they operate. For the Portucel Soporcel group this initiative is aligned to its policy of promoting the education and training of young people, and part of its role as a socially responsible company.

About Navigator

Having recently been awarded a performance certificate by Buyers Laboratory Inc. (BLI) – the leading global independent office-equipment testing lab and business consumer advocate since 1961 – the Navigator brand sees further recognition of its international prestige as the world's best selling premium office paper and one of the most successful Portuguese brands in the world.

As to the quality of this product, today widely acknowledged at international level, Navigator offers: high performance with all office equipment: excellent printing quality with both laser and inkjet printers; 99.99% jam free guarantee; high thickness and opacity for double side use; unmatched smoothness, significantly reducing ink or toner consumption and enhancing printing quality; and very low abrasive levels, increasing the equipment's useful life and reducing maintenance costs.

Sold in more than 70 countries, the Navigator range of papers boasts high growth rates, rising by 20% in 2008 in the European market.

The Navigator brand has recently launched its fourth global promotion, where consumers are given the possibility to win one of 333 G3 iPhones by submitting the promotional code printed in each ream.

This promotion is exclusively launched online in the brand's website (www.navigator-paper.com): visitors to the site are invited to watch several videos about the brand which combine the theme of the campaign (the iPhone) with the use of Navigator paper. The promotion is valid until the end of September.

About the Portucel Soporcel group

The Portucel Soporcel group is one of Portugal's strongest brands in the world. It operates in a highly structuring sector for the national economy and occupies a highly prominent position in the international pulp and paper market.

A major European manufacturer of UWF – Uncoated Woodfree Paper, the Group is also Europe’s largest manufacturer of bleached eucalyptus kraft pulp (BEKP), and indeed one of the largest in the world.

With a production capacity of 1.05 million tonnes of paper and 1.35 million tonnes of pulp (of which approximately 765 thousand tonnes are integrated into paper), the Portucel Soporcel group generates annual turnover in excess of 1 100 million and exports more than 950 million to some 80 countries in the five continents, corresponding to 90% of its pulp and paper sales. The Group is responsible for roughly 3% of the Portuguese exports of goods, which, added to its domestic sales, represent 0.7 % of the national GDP.

Occupying a leading position in the eucalyptus forestry industry, the Portucel Soporcel group manages around 120 thousand hectares of forest, of which 85% is certified by the Forest Stewardship Council (FSC), representing 54% of the area of certified forest in Portugal.

The key project in the Group’s development plan is the construction of a new Paper Mill in its Setúbal industrial complex, located 50 kilometres south of Lisbon. The core equipment of the mill is the biggest and more sophisticated paper machine in the world in the production of uncoated woodfree paper (UWF). With a wire width of 11.1 metres, the new machine will produce some 500 000 tonnes per year.

The new mill is scheduled to come on stream in August 2009. Representing a total investment of 550 million, it will increase the Group’s total paper production capacity to around 1.5 million tonnes/year, propelling it to a leading position in the European UWF market and enhancing its already relevant position in the North-American market.

www.portucelsoporcel.com