

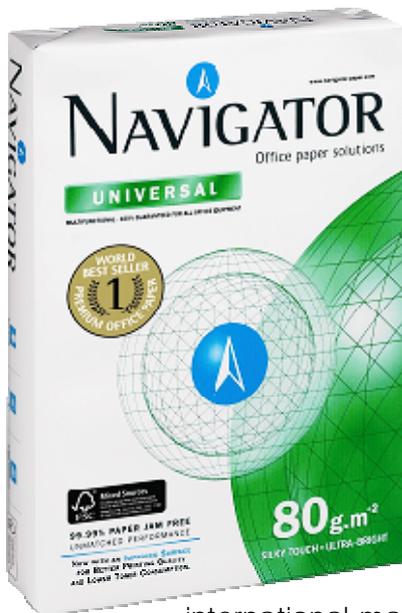


Press Release – 19 March 2010

“Brand Equity Tracking Survey – Office Paper 2009” shows
Navigator enjoying increased brand awareness in Europe

Navigator, the world’s best selling premium office paper brand, was rated as the top factory brand in the ninth “Brand Equity Tracking Survey – Office Paper 2009”, one of the most credible and comprehensive opinion studies conducted in the office stationery market.

Navigator climbed to third place in the ranking, up two places from the previous survey, in 2007, making it now the European leader in paper-only brands. This survey identified Navigator as the only brand in the European market to combine high levels of brand awareness and satisfaction (as measured by quality perception and loyalty).



This market survey, conducted by Opticom International Research AB, involved questioning more than 4000 professional users in seven European countries, establishing the league table for the top office paper brands in terms of brand equity in Europe.

Amongst professional consumers of office stationery, Navigator climbed up the ranking of the main paper-only brands.

This recognition confirms Navigator’s superior product quality and the brands’ leading position in the international market – used in more than 90 countries. Significantly, despite its premium price, the Navigator range recorded 8% growth in the European market in relation to 2009, regardless of a contraction of some 13% in the demand for office stationery in Europe and the USA over the same period, a downturn triggered by the



economic and financial crisis and the consequent growth in unemployment, a factor with a strong impact in the consumption of office paper.

Through the Navigator brand, the Portucel Soporcel group offers a range of office paper solutions compatible with all types of equipment, specifically designed to meet and even surpass the highest expectations of modern users in this segment.

About the Portucel Soporcel group

The Portucel Soporcel Group is one of Portugal's strongest players on the international stage, operating in one of the country's core sectors and occupying a highly prominent position in the international paper and pulp market.

The Group's new mill, officially opened in late 2009, will have a significant impact on the Portuguese economy and will establish the Group as the European leader in the production of UWF printing and writing paper, and allow Portugal to occupy the top spot in the European league table of producers of this type of paper.

The Portucel Soporcel Group is currently Portugal's 3rd largest exporter, and possibly the largest in terms of national value added, accounting for approximately 3% of Portuguese exports of goods.

The Group currently has production capacity of 1.55 million tons of paper and 1.35 million tons of pulp (of which approximately 1.1 million tons is incorporated into paper), generating annual turnover in excess of € 1,100 million.

Once operating at full capacity, the new paper plant will add a further 400 million euros to the value of the Group's annual exports, which in 2009 stood at close to 930 million euros, corresponding to approximately 90% of its paper and pulp sales.

The Group's current production structure comprises a pulp mill in Cacia and two integrated industrial complexes producing pulp and paper, located in Setúbal and



Figueira da Foz. These complexes set international standards for size and technological sophistication.

The Group has successfully pursued a strategy of innovation and development of its own brands, which today (Dec. 09) account for 61% of sales of manufactured products. Special mention should be made of the Navigator brand, the world's best-selling product in the premium office paper segment.

The Group's sales are made to some 100 countries in five continents, with Europe and the United States as the two main destinations; 27% (Dec.09) of its exports are to markets outside the European Union.

The Portucel Soporcel group pursues an active policy of developing Portugal's woodlands, and is responsible for the largest number of trees planted in the country. With holdings centred on eucalyptus plantations, the Group is responsible for the management of forests occupying some 120 hectares. The Group obtained in 2009 certification for the woodland assets under its management under the prestigious PEFC - Programme for the Endorsement of Forest Certification Schemes, adding to its certification from the FSC (Forest Stewardship Council) in December 2007.

The Group is also a frontrunner in the energy sector and Portugal's leading producer of "green energy" from biomass. It produces more than 50% of all power obtained from biomass in Portugal. Generation of 1148 GWh in 2009 represented 2.5% of all power generated in the country.

www.portucelsoporcel.com