Press release - 26 April 2010

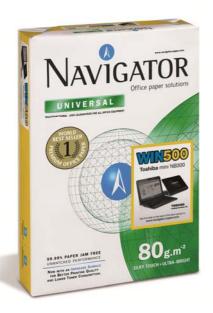
Worldwide promotion runs from May to November 2010

Navigator promotion offers 500 Toshiba netbooks

- The 2010 Navigator promotion will run simultaneously in all countries where Navigator paper is sold: more than 90 countries over five continents. The campaign will run from May to November
- Simply buy a ream of Navigator paper and check out the website
- As well as 500 Toshiba NB300 netbooks, consumers also have the chance to win 10 Apple 3G iPhones

Navigator, the world's best-selling premium office paper, is set to launch another major promotional offer aimed at its consumers around the world. Users of the brand will have the chance to win 500 Toshiba netbooks in this campaign, running from May to November 2010.

Following the promotional offers from previous years, Navigator will reward its users with a sophisticated and highly attractive gadget of the latest technology. To take part in the Navigator 2010 special offer, all you need to do is to buy a ream of Navigator paper and go to the website at www.navigator-paper.com, where you will be asked to entre some simple data, such as your email address and country of origin, and enter the promotional code printed on the back of each Navigator ream.



When visiting the website, consumers will be surprised by a number of original films featuring Navigator paper, and can check whether they have won one of the fantastic Toshiba NB300 Netbooks.

This is yet another initiative by Navigator to promote its premium office paper by launching global interactive campaigns through its website. Last year's global campaign clocked up a record of more than a million entries, representing growth of 49% over the previous year's campaign. Throughout seven months, the

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campaign attracted close to 300 thousand players, more than doubled the previous year, with consumers winning 33 Apple 3G iPhones.

To bring this promotional offer to consumers' attention, a media campaign will be launched, involving press advertisements in different countries, promotional materials, printed media, including posters, leaflets and postcards, as well as email marketing shots to more than 200 contacts from the brand's data base. Participants will also be able to invite their friends to join in the Navigator 2010 promotion, and the 5 consumers introducing the largest number of friends to the promotion will win an iPhone.

For users who win one of the 500 mini netbooks offered in the competition, the Navigator brand will also offer the chance to win 5 iPhones.

This will be the fifth global campaign launched by the Navigator brand. In the 2004 promotion, the brand offered tickets to the European Cup matches in Portugal, sponsored by Navigator. Two years later, in 2006, the Navigator brand offered prizes of video iPods. In 2008, consumers had the chance to win Tom-Tom navigation systems and, in 2009, 3G iPhones.

Worldwide Navigator campaigns are set to continue as one of the brand's key methods for rewarding its consumers, helping to boost awareness and its position as the leading premium office paper brand.

Significantly, despite its premium price tag, the Navigator brand achieved growth of 8% over 2008 in the European market, shrugging off the 13% drop in demand for office paper in Europe and the United States over the same period, caused by the economic and financial crisis, and the consequent increase in unemployment, a factor which considerably affects consumption of office paper.

About Navigator

Having been awarded performance certification by the Buyers Laboratory INC (BLI), the leading independent laboratory for testing office equipment which has worked to defend consumers since 1961, the Navigator brand has achieved international recognition of its prestige quality, asserting itself as the world leader in sales of premium office paper and one of Portugal's most successful brands around the world.

Today acknowledged internationally as a quality product, Navigator paper offers a number of enviable features: excellent performance in all office equipment, excellent printing quality in laser and inkjet printers, and the fact that it is guaranteed 99.99% jam-

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free. The brand also boasts high levels of thickness and opacity, allowing for use on both sides, a degree of smoothness unrivalled in the market, which also means a significant reduction in ink and toner consumption, as well as better quality printing, and very low levels of abrasiveness, contributing to the durability of equipment and lower maintenance costs.

www.navigator-paper.com

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 \in 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 success fully 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.

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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