



Press Release – 26 May 2011

Global campaign runs from May to November 2011

Navigator gives away 333 2nd generation Apple iPads

- Navigator competition running simultaneously in more than 90 countries where the brand is sold
- To enter, all you need is the code printed on any ream of Navigator paper

Navigator, the world's best selling brand of premium office paper, is set to give away Apple's latest tablet, the iPad 2®, in a competition aimed at its consumers around the world.

The competition started on 1 May and runs through to 30 November 2011. To participate, all you need to do is buy a ream of Navigator paper and go to the website at www.navigator-paper.com, where you will be asked to respond to some simple questions, such as your e-mail address and country of origin, and to enter the promotional code printed on the back of your Navigator ream.

Navigator consumers are also invited to take part in a viral marketing campaign, using social networks. Each user entering the Navigator competition is assigned a Share ID, which can be shared with friends, via Facebook, blogs, e-mail or other channels.

The 50 users attracting the most friends to take part in the Navigator campaign, using their Share ID, will be e-mailed the next week (at a random time and date), asking to upload a photo of themselves with a ream of Navigator paper. The three fastest to do this will each win an Apple iPad 2®. The competition will run for 32 weeks.

As in previous years' campaigns, Navigator has decided to reward its consumers with some of the smartest technology around – the Apple iPad 2.

"By running worldwide promotional campaigns, our aim is to reward consumers and boost Navigator's awareness ratings, strengthening its position as the leading office paper brand," said Ricardo Ferreira, the Navigator brand manager.

"Navigator's consumers are innovators and trend-setters. This is why the decision to run promotional campaigns offering hip, hi-tech prizes through the Navigator website has been the fastest and most effective way to reach the brand's users all round the world," he added.



A media campaign will be launched to publicize the campaign, including ads in the trade press, in various countries, as well as using a promotional website, social networks, a range of printed materials and e-mail marketing to the more than 230 thousand contacts addressed in the brand's database.

Global interactive campaigns using the website

The 2011 Navigator Promotion is the sixth global campaign launched by the brand, raising still further the high profile already enjoyed by this premium office stationery brand, with the launch of interactive global campaigns through its website.

Last year's Navigator Promotion attracted hundreds of thousands of entries from more than 90 countries where the brand is sold. Over the eight months of the campaign, Navigator gave away 500 Toshiba NB300 Netbooks and 10 3G Apple iPhones, in a campaign run on Facebook. In previous years, Navigator has given away tickets to European Cup matches in Portugal, video iPods, Tom-Tom sat-navigation systems and 3G iPhones.

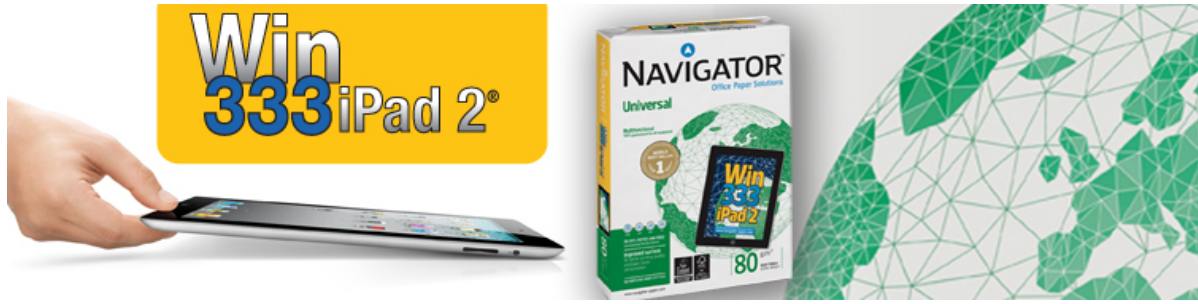
By running these interactive global campaigns using the brand website, Navigator is able to increase the involvement of its end users and to reach potentially all its consumers.

About Navigator

Navigator, the world's best-selling premium office stationery brand, and one of Portugal's most successful brands around the globe, has recently unveiled an updated and more appealing image. The fresh look has been designed to give a clear sense of the brand's distinctiveness, in line with ambitious plans for growth in the more than 90 countries where it is already established and the new international markets in its sights.

The brand offers excellent performance in all office equipment, with superb printing quality in laser and bubble jet printers, and is 99.99% jam-free. Navigator paper offers excellent thickness and opacity for front-and-back use, as well as unrivalled smoothness, which means significant savings in consumption of toner and better printing quality. It also helps to extend the durability of equipment, due to lower levels of abrasiveness, with consequent savings in 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.

The new paper mill has had a significant impact on the Portuguese economy, positioning the Group as the leading European manufacturer of UWF printing and writing paper and the 6th largest producer in the world. This has placed Portugal at the top of the European ranking of countries manufacturing this type of paper. The Group is also Europe's leading manufacturer, and one of the largest producers in the world, of bleached eucalyptus kraft pulp (BEKP).

The Group currently boasts production capacity for 1.6 million tons of paper, 1.4 million tons of pulp (of which 1.1 million is integrated into paper) and power generation of 2.5 TWh, adding up to annual turnover approximately of 1,400 million euros.

The Group has successfully pursued a strategy of innovation and development of its own brands, which today account for 60% 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 more than 100 countries in five continents, with Europe and the United States as the two main destinations.

The Group manages woodlands occupying some 120 thousand hectares and is committed to improving and protecting Portugal's forests. Its sustainable management model has been certified under the internationally recognized FSC and PEFC schemes.

The Group is also a frontrunner in the energy sector and Portugal's leading producer of "green energy" from biomass, a renewable energy source.

www.portucelsoporcel.com