

Press release – 30 December 2009

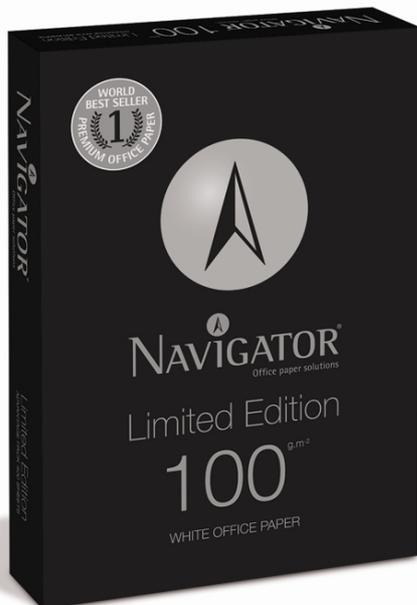
Limited Edition in Europe

Navigator – innovation and quality breakthrough in special edition

- Initiative targeted at the European market.
- Campaign geared to promoting innovation and quality values.
- Premium paper specially developed for high quality document printing, with unique packaging offering enhanced strength and reusability.

Navigator, Portucel Soporcel's Premium office paper brand, is about to launch a "Limited Edition" for end-users in Europe, designed to showcase some of the brand's distinctive values, such as innovation and quality.

This "Limited Edition" sets out to establish a special relationship with a new generation of highly sophisticated consumers, who have a taste for exceptional, prestigious products. By launching this "Limited Edition," the *Navigator* brand is aiming to differentiate its range and enhance its appeal by offering an exclusive item, which will have a massive impact 'off the shelf.'



The *Navigator 100 g/m² - Limited Edition* has been designed to maximize consumer impact, especially in retail channels, where the packaging will serve as a distinctive feature, lifting *Navigator* to new heights of brand awareness.

The product is presented in packages of 400 sheets, allowing users to obtain high quality printing with intensive use of colour. The special packaging developed for this "Limited Edition" – stronger and easy to open – is also potentially reusable. These features will offer consumers convenient and safe storage of their paper, safe from moisture and dust, which can cause problems in paper performance – particularly paper jamming.

Navigator 100 g/m² – Limited Edition is a unique product, combining top quality office paper with stylish design and a reusable protective box.

About Navigator

Recently awarded performance certification by the Buyers Laboratory INC (BLI), the leading independent laboratory for testing office equipment which has worked on behalf of consumers since 1961, the Navigator brand has achieved international recognition with its prestigious quality, asserting itself as the world leader in sales of premium office paper and one of Portugal's most successful brands around the world. Sold in more than 70 countries, the Navigator range has enjoyed high levels of growth, expanding its sales in the European market by 20% in 2008.

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-free. The brand also boasts high levels of thickness and opacity - great for printing on both sides, a degree of smoothness unrivalled in the market - allowing a significant reduction in ink and toner consumption, as well as better quality printing, and very low levels of abrasion, 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 construction of the new Setúbal Paper Mill will enable the Group to position itself as the European leader in the production of UWF 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.

With the new Paper Mill, the Group now 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 boost the Group's annual exports by more than 400 million euros. This will be added to current annual exports of more than 950

million euros to more than 90 countries over five continents, corresponding to approximately 90% of its paper and pulp sales.

The commercial reputation and success of the Group's brands around the world is supported by an extensive sales network, backed by dedicated structures in its principal markets. Efforts are focused on maintaining a close relationship with clients and assuring a high quality of service. Special mention should be made of the *Navigator* brand, the world's best-selling product in the premium office paper segment.

With a leading position in the eucalyptus forestry sector, the Portucel Soporcel Group is responsible for management of around 120 thousand hectares of woodlands. The Group recently obtained certification for the woodlands assets under its management under the prestigious PEFC - *Programme for the Endorsement of Forest Certification Schemes*, having obtained certification by 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. Generation of 977 GWh in 2008 represented approximately 60% of electricity obtained from biomass in Portugal, or 2.3% of all power generated in the country, four times the output of the Alqueva hydro plant in the same year.

The Setúbal Paper Mill is part of a wider plan being pursued by the Portucel Soporcel Group with a view to development, modernizing its technology, reduction of its environmental impact and increasing its power generation capacity. This plan is nearing completion and has involved total capital outlay of approximately €900 million, divided between its industrial units in Cacia, Figueira da Foz and Setúbal.

www.portucelsoporcel.com