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**FOR IMMEDIATE RELEASE**

**MENASHA PACKAGING FOLDING CARTON GROUP  
ACHIEVES SFI, FSC FIBER SOURCING CERTIFICATIONS**

**NEENAH, WI (January 25, 2010)** -- Menasha Packaging announced today that its Folding Carton Group has achieved certification to the Sustainable Forestry Initiative (SFI) and the Forest Stewardship Council (FSC) fiber-sourcing standards.

Menasha achieved these certifications following in-depth audits of its procurement practices and verification that raw materials are sourced from responsibly managed forests. All of Menasha's corrugated display and folding carton facilities are SFI-certified suppliers. In achieving the FSC Chain of Custody certification, Menasha's Folding Carton Group successfully completed an auditing process that demonstrated the operation's raw solid bleached sulfate substrate (SBS) paperboard materials are also sourced from responsibly managed forests and other controlled sources.

"The designation as SFI and FSC-certified suppliers reaffirms Menasha's overall commitment to the environment and demonstrates our ongoing focus on procuring raw materials from known, reliable sources that promote sustainable forest management," said Dennis Bonn, Menasha's Vice President of Marketing. "As a result, this expands Menasha's ability to provide our valued customers with innovative solutions that support their respective environmental strategies."

**Menasha Packaging Company**

Menasha Packaging Company, LLC, based in Neenah, Wis., is a subsidiary of Menasha Corporation. Founded in 1849, we celebrate more than 160 years of manufacturing excellence. Our heritage is built on quality products, personalized service, dedicated employees, and innovative printing and design capabilities. Menasha Packaging is a leading provider of graphic consumer packaging, merchandising solutions, corrugated packaging, food packaging, shipping containers and material handling solutions and is home of the Retail Integration Institute. With design, sales service centers, corrugated and paperboard plants located throughout the United States, our mission is to help our customers move and sell their products. Menasha's Folding Carton Group facilities are located in Neenah, Wisconsin, and Morrisville, North Carolina. For more information, see [menashapackaging.com](http://menashapackaging.com).

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**Sustainable Forestry Initiative® Inc.**

SFI Inc. is a 501(c)3 non-profitable charitable organization and is solely responsible for maintaining, overseeing and improving the Sustainable Forestry Initiative program ([www.sfiprogram.org](http://www.sfiprogram.org)), which is internationally recognized and among the largest in the world. It is one of the fastest-growing forest certification programs with over 150 million acres of SFI-certified forest across North America. The SFI Standard also includes unique fiber sourcing requirements that promote responsible forest management on all suppliers' lands and a chain-of-custody certification that is used to tell buyers how much certified fiber is in a specific product. The SFI forest standard is endorsed by the Programme for the Endorsement of Forest Certification, a global umbrella organization that has strict requirements for endorsement. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally. For more information, visit [www.sfiprogram.org](http://www.sfiprogram.org).

**Forest Stewardship Council (FSC)**

The FSC is an international, independently audited certification and labeling system that allows buyers to choose paper and wood products that come from responsibly managed forests, and verified recycled sources. Under FSC certification, forests are certified against a set of strict environmental and social standards, and fiber from certified forests is tracked all the way to the consumer through the Chain of Custody certification system.

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