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FOR IMMEDIATE RELEASE

MENASHA PACKAGING LAUNCHES NEW WEB SITE AS PART OF MAJOR REBRANDING EFFORT

NEENAH, WI – (February 1, 2010) –Menasha Packaging, a leading provider of innovative packaging solutions, today announced the launch of their newly designed Web site www.menashapackaging.com.

As part of an overall rebranding campaign, the new Web site presents a comprehensive view of Menasha Packaging’s expanded service portfolio using a clean design and simple navigational flow. The highly functional site is designed to engage customers with the Menasha brand ‘Innovative by Design’, as well as provide them with immediate access to information on the firm’s products and services.

To make it easier for customers to navigate the product and service offerings, each of the company’s nine operational groups are differentiated by a specific color within the Menasha spectrum. The nine groups include: RII, Display, Folding Carton, Food, Global, Healthcare, Packaging, Preprint and Services. The new Web site bridges the identities of the different groups under the Menasha brand and showcases the benefits and innovative solutions each offers.

Additionally, Menasha’s new vibrant green hue—splashed throughout the site and logo—signifies the company’s commitment to sustainable solutions, the organic nature of the firm’s raw materials and continued growth for the firm.

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“Since our Web site can serve as the first point of contact for our customers, it is critical that it captures the essence of our brand,” says Dennis Bonn, Vice President of Marketing for Menasha Packaging. “Our new site offers a wealth of information in a sleek, navigable environment, making it easier for our customers to get the information they need.”

Another striking change to the Web site is the addition of an informative, easy to use online newsroom that includes company history, press releases, fact sheets, product photos and customer case studies.

For more information about Menasha Packaging products and services, call 1-877-818-2016 or visit the redesigned site at www.menashapackaging.com.

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.

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