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**FOR IMMEDIATE RELEASE**

**MENASHA PACKAGING SIGNS LICENSE AGREEMENT WITH SMART PLANET TECHNOLOGIES**

**Neenah, WI (March 9, 2010)** – To further their commitment to sustainable solutions, Menasha Packaging has announced their license agreement with Smart Planet Technologies, developers of an innovative planet-friendly packaging material, EARTHBOARD®.

Menasha’s Folding Carton Group will now offer the eco-friendly option to their customers. EarthBoard® is a composite packaging material made with recycled fibers and stone, offering a bright white printable surface with barrier protection against water, oil, fatty acids and grease. It has the flexibility and performance of traditional poly-coated boxboards, but is better for the environment by reducing the use of plastic and bleached virgin tree fibers in food packaging applications.

“The use of EarthBoard allows us to uphold our high color and printing standards, while providing our customers with a solution that supports their environmental strategies,” says Dennis Bohn, Menasha’s Vice President of Marketing. “Menasha Packaging is thrilled to offer EarthBoard as we continue to make strides in our sustainability efforts.”

In addition to its sustainability and durability, EarthBoard is FDA compliant to meet food companies’ safety needs. It can be used for refrigerated and frozen foods as well as traditional food packaging. Customers can bear the EarthBoard logo on their packaging to promote their sustainable efforts to shoppers.

“Menasha Packaging has been a champion of sustainable solutions in packaging and has expressed keen interest throughout the development of EarthBoard technology. We’re excited Menasha Packaging will be introducing EarthBoard to its customers and the marketplace.” says Will Lorenzi, president of Smart Planet Technologies.

**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).

**Smart Planet Technologies**

Smart Planet Technologies, Inc. is a packaging R & D company focusing on sustainability. Through advanced development, our products are designed to conserve precious natural resources and provide high quality environmental alternatives to a wide range of flexible and rigid packaging applications. For more information, see [smartplanettech.com](http://smartplanettech.com)