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**FOR IMMEDIATE RELEASE**

**NEWPAGE TO HELP CATALOGERS REACH MORE CONSUMERS**

**MIAMISBURG, Ohio – May 1, 2009** – NewPage Corporation, a leading producer of publication papers in North America, has launched the “Free Paper to Reach More” campaign that aims to help retail catalog companies reach more consumers. The campaign will award five catalog companies with a grand-prize of 100 tons of paper to reach approximately 500,000 new prospects for a typical cataloger.

NewPage developed the “Free Paper to Reach More” campaign in an effort to help catalogers expand their marketing efforts at a time when economic pressures are forcing many companies to reduce their outreach. “In today’s economic climate, catalogers face considerable challenges such as rising production costs, higher postage rates and reduced retail sales,” said Jim Sheibley, general manager for NewPage. “Subsequently, many are trimming prospecting efforts and downsizing current print runs and publications.”

NewPage is committed to fostering sustainability within the catalog industry. One of those commitments is the “Free Paper to Reach More” program that will help catalogers reach additional consumers, ultimately growing their business to be more financially viable long-term. Another commitment is to providing environmentally sound products that cater to the catalog segment. NewPage, with the broadest line of chain-of-custody certified and recycled papers that fit catalog specifications, is enabling catalogers to demonstrate their environmental responsibility to consumers.

NewPage will be showcasing the campaign at the Annual Catalog Convention in New Orleans from May 4-7. Visit their booth (#901) or [www.FreePaperFromNewPage.com](http://www.FreePaperFromNewPage.com) for campaign details.

**About NewPage Corporation**

Headquartered in Miamisburg, Ohio, NewPage Corporation is the largest coated paper manufacturer in North America, based on production capacity, with \$4.4 billion in net sales for the year ended December 31, 2008. The company’s product portfolio is the broadest in North America and includes coated freesheet, coated groundwood, supercalendered, newsprint and specialty papers. These papers are used for corporate collateral, commercial printing, magazines, catalogs, books, coupons, inserts, newspapers, packaging applications and direct mail advertising.

NewPage owns paper mills in Kentucky, Maine, Maryland, Michigan, Minnesota, Wisconsin and Nova Scotia, Canada. These mills have a total annual production capacity of approximately 4.4 million tons of paper, including approximately 3.2 million tons of coated paper, approximately 1.0 million tons of uncoated paper and approximately 200,000 tons of specialty paper.

For more information, please visit our Web site at [www.NewPageCorp.com](http://www.NewPageCorp.com).

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