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THE PRINT COUNCIL

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**SAPPI FINE PAPER NORTH AMERICA
EXPANDS ADVOCACY ROLE BY JOINING THE PRINT COUNCIL**

GREENWICH, CT, December 1, 2005 – Sappi Fine Paper North America, the leading North American producer of coated fine paper, announced that it has broadened its already extensive advocacy of print by joining The Print Council, an industry coalition dedicated to building the market for the print medium.

According to Jennifer Miller, Executive Vice President, Marketing, Sappi Fine Paper North America, Sappi's support of The Print Council parallels many of the company's ongoing initiatives for promoting the use of print.

"Sappi has been instrumental in advocating for print through many innovative thought leadership programs such as our 'Life with Print' campaign," Miller said. "As a way to expand our advocacy effort, we are excited about our membership in The Print Council and the opportunity to work together and demonstrate the power of print."

Sappi's "Life with Print" campaign is a multinational outreach effort aimed at better acquainting consumers with the many ways in which print touches their everyday lives. Sappi also showcases the power of print with its "Ideas that Matter" grant program for graphic designers; and its "International Printers of the Year" competition, honoring the finest work of the world's best printers.

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By joining The Print Council, Sappi further strengthens a growing business alliance committed to maintaining and extending print's competitiveness among the media. Members of the not-for-profit organization include printing companies, printing equipment and consumables manufacturers. The Print Council also is supported by an associate network of trade media companies, marketing communications agencies, and industry associations.

Martin Maloney, Executive Director of The Print Council, said that the resources of Sappi Fine Paper North America would be a particularly valuable addition to the coalition's campaign on behalf of print.

"No company in our industry has done more to champion the image of print than Sappi," Maloney said. "Sappi's decision to join The Print Council is a powerful endorsement of our mission and a tremendous boost to our momentum as we go forward."

About Sappi Fine Paper North America

Sappi Fine Paper North America (www.sappi.com) is the leading North American producer of coated fine paper for premium magazines, catalogues, books and high-end print advertising. Headquartered in Boston, MA, Sappi Fine Paper North America is known for innovation and quality. Its brand names McCoy, Lustro, Strobe, Opus, and Somerset are some of the industry's most widely recognized and specified. SFPNA is a division of Sappi Limited (NYSE:SPP), a global company headquartered in Johannesburg, South Africa, with manufacturing operations in eight countries, sales offices in 50 countries, and customers in over 100 countries around the world.

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About The Print Council

Through education, awareness, market development, advocacy and research, The Print Council serves the industry to develop, maintain and increase the market for printed materials. Launched in 2003, The Print Council's members now number in the hundreds, representing more than 50 companies, including many of the largest names in the industry. The Print Council may be contacted at 203-622-1333, on the Web at www.ThePrintCouncil.org, or by e-mail at m.maloney@bmcorp.com.

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(N.B. – Liberty or Death Communications and Broadford & Maloney Inc. are part of the PR alliance that serves The Print Council on a pro bono basis).

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