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**NEWPAGE JOINS THE PRINT COUNCIL**

**National Advocate for Printing and the Print Media  
Continues to Raise Awareness on the Importance of the Industry**

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**WASHINGTON, DC, February 1, 2006** – NewPage Corporation has joined The Print Council, a national business development initiative, to help promote greater use of printing and print media. As a new member of the Council, NewPage will work with a growing list of leading companies to increase the market for printed materials.

“By joining The Print Council, we lend our support to an initiative of high priority to many of our key customers,” said Peter H. Vogel, Jr., president and chief executive officer of NewPage Corporation. “Helping lead this effort reinforces our commitment to the sustainability of the printing and paper industries and supports our strategy to establish NewPage as the coated paper manufacturer of choice.”

“Providing information on print innovations and its effectiveness as part of our overall marketing strategy is critical to maintaining, and even increasing, levels of print buying in North America,” said Ben Cooper, executive director of The Print Council. “As a leading coated paper manufacturer, NewPage is a natural addition to the Council as we continue to focus on raising awareness for print as an integral communications medium.”

***MORE...***

Members of The Print Council include commercial printers, paper manufacturers, press, ink and equipment manufacturers, publishers, industry associations, ad agencies, and public relations firms.

Through advertising and speaking engagements, The Print Council is a visible and leading advocate of print as an effective marketing and communications medium. “We endorse this outreach and are offering our extensive industry expertise to the effort,” said Vogel.

”NewPage products are a critical component in the production of great print campaigns every day,” Vogel added. “We recognize the important role that the printed medium plays in helping countless companies achieve their business goals on a daily basis. As a result, participation in an initiative that advocates and supports the use of print as the preferred medium is a logical and natural fit for NewPage.”

### **About NewPage Corporation**

NewPage Corporation, headquartered in Dayton, Ohio, is a leading U.S. producer of coated papers in North America. With more than 6,100 employees, the company operates five integrated pulp and paper manufacturing mills located in Chillicothe, Ohio; Escanaba, Michigan; Luke, Maryland; Rumford, Maine; and Wickliffe, Kentucky. These mills have a combined annual capacity of approximately 2.5 million tons of coated and carbonless paper. For additional information, please visit the company’s Web site at [www.NewPageCorp.com](http://www.NewPageCorp.com).

### **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 through Ben Cooper, Executive Director at 202-973-5977, by e-mail at [bycooper@wms-jen.com](mailto:bycooper@wms-jen.com), or on the Web at [www.ThePrintCouncil.org](http://www.ThePrintCouncil.org).

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*(N.B. – Group M and Broadford & Maloney are part of the PR Alliance that serves The Print Council on a pro bono basis).*

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Agfa	International Paper	Sandy Alexander
Allegra Network	Kodak Graphic Communications	Sappi Fine Paper
Cenveo	Komori	Sheridan Group
EFI	MAN Roland	Sun Chemical
Franchise Services	Mitsubishi Lithographic Presses	U.S. Postal Service
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