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NEENAH'S THINK INK APP GOES GREEN

ALPHARETTA, Ga., April 27, 2010—The Apple App Store just got greener with the introduction of [Neenah Paper's](#) (NYSE: NP) updated [Think Ink: Color Unleashed™ iPhone/iPod Touch application](#), which now includes [ENVIRONMENT® Papers](#), a leading green alternative to today's eco-minded business thinkers, entrepreneurs and institutional leaders.

ENVIRONMENT® Papers from Neenah is a sustainable, post consumer recycled paper line that is entirely FSC Certified, Green Seal Certified, [Carbon Neutral Plus](#) and made with 100 percent renewable green energy. By incorporating these papers into Neenah's proprietary Think Ink color selection app, designers and end users have a tool that not only allows them to communicate better, but now greener.

"Adding ENVIRONMENT® Papers to our Think Ink application is a natural step. It is another addition to our leading edge suite of mobile communications too. With Think Ink you can create color palettes and order coordinating samples on the go. Then, by pulling up our Eco-Calculator app you can determine the exact amounts—wood, water, BTUs and so forth—when printing with post consumer fiber," says Tom Wright, director of design for Neenah Paper. "At Neenah, we think that technology and paper enhance each other. Using these apps to make informed paper choices is a great example of this philosophy."

The Think Ink: Color Unleashed iPhone and iPod Touch application is the only app available that allows designers to pull inspiration from a number of resources to build their own custom color palettes using the Dewey Color System®. At its original launch, there were more than 61 million viewing opportunities worldwide.

Here's how it all works: designers begin with one of four approaches—a photo taken on the iPhone's built-in camera, a product from Neenah Paper, a self created color swatch, or the psychology of color with the Dewey Color System. After they select their initial color inspiration, Think Ink gives them four tangible palettes labeled as subdued, pop, traditional and blended.

From there, designers simply place their palette on a variety of Neenah papers to see which works best for their selection. From their iPhone, they can save and e-mail their custom color palette to friends, clients or vendors, order coordinating paper samples of the newly added ENVIRONMENT® Papers family or CLASSIC CREST® and CLASSIC® Linen Writing, Text or Cover papers, and see the palette in different proportions and type samples. In addition, they can explore statistically validated psychological meanings of color combinations that provide another tool in helping to connect their message with their audience.

For more information on the Think Ink application, visit www.neenahpaper.com/THINKINK/ or download the application from the Apple iPhone app store at <http://tiny.cc/UIYr3>. Designers and printers can also use Neenah's enhanced version of Think Ink: Color Unleashed microsite at www.ColorUnleashed.com, which has all the color and paper references right at one's desk top. The Neenah Eco-Calculator can be accessed at <http://www.neenahpaper.com/MobileApps>.

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About [Neenah Paper](#)

For over 100 years, Neenah Paper has been an innovative leader in the creation and manufacturing of premium and specialty papers. Neenah brings state-of-the-art technology to its signature brands, CLASSIC[®], ENVIRONMENT[®], STARWHITE[®], NEENAH[®] and SUNDANCE[®], as well as a host of other fine paper products preferred by graphic designers and printers. Neenah also has an exclusive partnership agreement with Crane & Company to manufacture, market and distribute Crane's fine business paper brands: CRANE'S CREST[®], CRANE'S BOND[®], CRANE'S LETTRA[®], CRANE'S PALETTE[™] and CRANE'S[®] Choice Papers. Neenah's award-winning and versatile digital papers round out its comprehensive portfolio. Neenah's sustainability commitment is reflected through the Neenah Green initiative, which includes mill-based solutions for minimizing environmental impact. A proud consumer of Green Energy, Neenah Paper is also a U.S. EPA Green Power Partner, and manufactures many brands carrying the Green-e, Green Seal and Forest Stewardship Council (FSC) certifications (SW-COC-000885). For more information, visit www.neenahpaper.com or call (800) 558-5061.

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