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**NEENAH PAPER INTRODUCES 'CARBON NEUTRAL PLUS'
A BROADER APPROACH TO CONSERVATION**

ALPHARETTA, Ga. (Nov. 5, 2009) – In today's world, many businesses are searching for ways to reduce their environmental footprint. Neenah Paper (NYSE: NP) is taking it a step further with the introduction of "Carbon Neutral Plus," the company's commitment to not only conserve the environment by reducing carbon emissions, but to take a broader approach to conservation by supporting biodiversity projects which protect and restore natural habitat.

"We believe it's our responsibility as a company to not only make changes within our business, but to influence our world even further by supporting projects that conserve, protect and restore our natural resources," explains Meredith Grant, environmental marketing manager for Neenah Paper. "Our Carbon Neutral Plus campaign is part of the larger Neenah Green philosophy and yet another way in which Neenah meets its company-wide objective of being good stewards of the environment for generations that follow."

The company's signature brands, including CLASSIC CREST[®], CLASSIC[®] Laid, CLASSIC[®] Linen, CLASSIC COTTON[®], CLASSIC COLUMNS[®], and STARWHITE[®] Papers, have been manufactured as carbon neutral since 2007 and now will be enhanced to carry the Carbon Neutral Plus logo. In November, ENVIRONMENT[®] Papers will join the company's Carbon Neutral Plus line-up to respond to the growing needs of the business world and customers to reduce their environmental footprint.

"Many consumers purchase Neenah Paper products because they know our papers are environmentally responsible, premium papers," says Grant. "Carbon Neutral Plus is the next step in our commitment to the environment and to our customers – with every purchase of the signature brands, consumers are joining us in our journey to conserve."

Reducing Its Carbon Footprint...Plus More

Neenah Paper is a leader in the papermaking industry on many environmental fronts including its commitment to reducing the carbon footprint of its papermaking process. The company has implemented many mill-based solutions such as using energy more efficiently and investing in Green-e[®] certified renewable energy. In addition, the company is a member of the Chicago Climate Exchange, North America's only voluntary and legally binding cap-and-trade system.

With Carbon Neutral Plus, the company moves beyond making operational changes to reduce carbon emissions, and enhances its commitment with tangible, accountable projects that directly impact the sustainability and biodiversity of the world.

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“At Neenah, we want to create positive change within our communities – whether it’s our local Wisconsin mill community or our world community,” explains Rodger Ferguson, Neenah director, environmental services. “Over the years we have consistently supported projects and initiatives that fall within our environmental focus. The Carbon Neutral Plus campaign allows us to formally expand that commitment.”

Conserving the Environment One Project at a Time

In fact, says Ferguson, Neenah has a deep history of supporting environmental projects and initiatives:

- Most recently, Neenah announced its sponsorship of a project that helps reforest a conservation property in Costa Rica’s Osa Peninsula, one of the most biologically diverse regions in the world and home to some of Wisconsin’s wintering migratory birds.
- Neenah works closely with the Natural Resources Foundation of Wisconsin on its conservation initiatives including: helping to fund Wisconsin Conservation Corps, an AmeriCorps program that helps train young conservation professionals responsible for managing state natural areas that are home to endangered and threatened plants and animals; and helping to conserve the Chiwaukee Prairie State Natural Area, a biologically diverse prairie system in the upper Midwest and home to more than 400 species of plants.
- Neenah’s fine paper mills are also actively involved in conservation and have been recognized for donating land for a grassland preservation area, public trails and public green space in the community of Appleton, Wis.; setting aside a 103-acre island in the Wisconsin River to maintain the island’s many original habitats; and granting access to a natural environment on its Whiting Mill property to enhance the enjoyment of the community’s walking trails.

Sums up Grant, “Whether we’re reducing our carbon emissions, or supporting conservation projects, Carbon Neutral Plus is guided by our focus on having a positive impact on the environment whenever possible.”

For more information on the company’s sustainability initiatives, visit the [Neenah Green](http://www.neenahpaper.com/NeenahGreen) Web site at www.neenahpaper.com/NeenahGreen.

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About [Neenah Paper](http://www.neenahpaper.com)

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 recently signed 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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