



Neenah Paper Announces Partnership to Help Reforest Conservation Property

Partnership Will Help Protect and Restore Natural Habitat

ALPHARETTA, Ga., Oct. 20 /CSRwire/

Neenah Paper (NYSE: NP) today announced that it has partnered with Friends of the Osa and the Natural Resources Foundation of Wisconsin to help reforest a conservation property in Costa Rica's Osa Peninsula, one of the most biologically diverse regions in the world.

With Neenah's support and contributions, the reforestation project will remove carbon from the atmosphere, protect and restore viable plant and animal habitats, create a new habitat for endangered wildlife and restore land degraded by deforestation.

"Partnering with Friends of the Osa and the Natural Resources Foundation of Wisconsin is exciting because together we will have a direct impact not only on the Costa Rican rainforest, but on some of the world's threatened and endangered species," said Rodger Ferguson, director of environmental services at Neenah Paper.

Added David Clutter, director of the Natural Resources Foundation of Wisconsin Conservation Corps and Lands Programs, "The Osa Project is another example of how government, foundations and private industry can work together to be good stewards of the land, water and wildlife that is quickly vanishing."

The conservation property, an extensive 1,500 acres in the southeastern portion of the Golfo Dulce Forest Reserve, is located in Costa Rica's Osa Peninsula. It harbors the last remaining old growth rainforest on the western flank of Central America and is one of the most biologically diverse regions in the world. Sandwiched between encroaching development and deforested land, the Osa Peninsula is widely acknowledged as a global conservation priority by conservation organizations such as the Nature Conservancy and Conservation International.

"Neenah Paper has a long history of contributing to conservation projects," explained Ferguson. "The Osa Project was particularly appealing because it is the migratory home of 54 native Wisconsin species of birds, 18 of which are state conservation priorities and three of which are listed as threatened. Wisconsin is home to our fine papers mills and is a large part of Neenah Paper's heritage. It just makes sense to be one of the founding partners in this project."

The Osa project is not the first project that Neenah has partnered on with the Natural Resources Foundation of Wisconsin. Its conservation initiatives include helping to fund Wisconsin Conservation Corps, a Natural Resources Foundation of Wisconsin AmeriCorps program that helps train young conservation professionals responsible for managing state natural areas that are home to endangered and threatened plants and animals. Neenah also works with the Wisconsin Conservation Corps to help conserve the Chiwaukee Prairie State Natural Area, one of the most biologically diverse prairie systems in the upper Midwest and home to more than 400 species of plants.

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

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 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(TM) 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.

About Natural Resources Foundation of Wisconsin

The Natural Resources Foundation of Wisconsin is a 501(c)(3) non-profit organization based in Madison, Wis. For more than 20 years, the Foundation has worked with citizens, businesses, non-profits and the government to promote the protection and enjoyment of Wisconsin's public lands, waters and wildlife. Learn more and donate online at www.wisconservation.org.

About Friends of the Osa

Friends of the Osa is a nonprofit organization committed to protecting the Osa Peninsula's rich biodiversity through land stewardship, capacity building, education and outreach and applied science. Friends of the Osa works with scientists, local communities, landowners, businesses and conservationists to ensure the maintenance, restoration and long-term viability of the ecosystems found on the Osa.