



NewPage “On Paper” Series Introduces Two New Podcasts

Time Inc. and IBM speak on sustainability interests and programs

Miamisburg , Ohio – August 4, 2009 – NewPage Corporation announces the recent upload of two new On Paper series podcasts featuring interviews with Guy Gleysteen, senior vice president of production for Time Inc. and Richard Lechner, vice president of energy and environment for IBM. Designed to bring about positive change in the area of sustainability, this bi-weekly broadcast, now in its second season, is already approaching one million downloads from popular sites like iTunes.

Concerned about responsible forestry practices and their alignment with the publication industry, in the Time Inc. podcast, Gleysteen addresses the significance of forest certification, “Our sustainability initiatives are all about making sure the fiber that our suppliers procure is done in a manner that protects the forests, protects the resources and helps us maintain trust with our customers.”

The role raw material sourcing, production and transportation each play for Time Inc. are mentioned in relation to a landmark study they conducted and published that measured the magazine's carbon footprint. From this podcast, listeners will better appreciate how the magazine's supply chain, from forest floor to mailbox door, truly is responsible and sustainable.

In the third On Paper podcast of season two, Lechner shares how IBM is focused on delivering sustainable solutions to the marketplace. As the world becomes increasingly intelligent and connected, IBM believes we each have the opportunity to fundamentally change the way the world works.

Leading by example, Lechner highlights several green initiatives that IBM has undertaken including Project Big Green, which includes an in-house “green army” of 35,000 employees from across the country who are working to improve efficiencies in all customer business operations, supply chains and distribution networks. “There's been some conventional wisdom that when we saw this economic crisis emerge around the world that Green would be put on the back burner and that's absolutely not the case,” he explains. “We're seeing customers accelerate their energy efficiency projects...the reason for that is there's a real cost savings.”

Provided by NewPage Corporation, North America 's leading coated paper manufacturer, On Paper podcasts and series' schedules are posted on www.OnPaperSeries.com. Listeners can subscribe and receive notifications for future podcast interviews with experts in the fields of corporate responsibility, renewable energy, waste reduction, transportation, health and well-being and more.

About NewPage Corporation

Headquartered in Miamisburg , Ohio , NewPage Corporation is the largest coated paper manufacturer in North America , based on production capacity, with \$4.4 billion in net sales for the year ended December 31, 2008 . The company's product portfolio is the broadest in North America and includes coated freesheet, coated groundwood, supercalendered, newsprint and specialty papers. These papers are used for corporate collateral, commercial printing, magazines, catalogs, books, coupons, inserts, newspapers, packaging applications and direct mail advertising.

NewPage owns paper mills in Kentucky , Maine , Maryland , Michigan , Minnesota , Wisconsin and Nova Scotia , Canada . These mills have a total annual production capacity of approximately 4.4 million tons of paper, including approximately 3.2 million tons of coated paper, approximately 1.0 million tons of uncoated paper and approximately 200,000 tons of specialty paper.

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