



NewPage “Ed” Series Educates On Sustainable Communications

Miamisburg , Ohio – November 5, 2009 – NewPage Corporation today announced the release of *Balance* , the thirteenth issue in its “Ed” series of educational brochures. This new issue offers a big-picture view of sustainability in communications.

Ed #13 *Balance* is about considering every step of the process in the creation of sustainable communications. The choices along the way are very complex, and everything is a tradeoff. Ed #13 *Balance* looks at the footprints of both print and electronic communications—their environmental costs and advantages—and ways to make the best use of both. It educates on ways to make a bigger impact on an audience while reducing the impact on the environment.

The brochure is organized into three comprehensive sections: 1) Working Sustainably, 2) Cycles—Examining communications, carbon, paper and computer lifecycles and

3) Footprints—Ideas and information about your footprint. In these sections, key statistics are provided regarding the forest products industry and responsible forest harvesting, carbon emissions, energy consumption, waste disposal such as e-waste, communication lifecycles and much more.

“Ed #13 *Balance* will educate its readers to more fully understand the environmental impact of both print and electronic communications,” says Julie Davis, marketing communications manager, Commercial and Digital for NewPage. “Print is a truly sustainable communication vehicle that plays an important role in a successful, integrated marketing campaign and works in partnership with e-media initiatives to increase brand awareness.”

The “Ed” series is a friendly educator for all things paper, printing and design — a source for information and inspiration to help the creative community express their ideas, on-press and on paper. The brochure series is accompanied by the www.EdLivesHere.com Web site.

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.

Media Contact:

Shawn Hall
NewPage
937-242-9373