



Sappi Fine Paper North America Announces 2010

Call for Entries for *Ideas that Matter*

Grants on Designs for the Public Good

BOSTON – Sappi Fine Paper North America today announced the 2010 Call for Entries for Ideas that Matter - an annual, innovative grant program that supports and transforms the creative ideas of designers into a powerful force for social good.

Since 1999, Sappi's Ideas that Matter program has awarded over \$10 million worldwide in grants to designers around the globe, who are performing pro bono work for a nonprofit organization. The grants support a range of health, social and environmental causes facing our communities such as childhood obesity, discrimination among youths and water conservation.

Individual designers, design firms, agencies, in-house corporate design departments, design instructors, individual design students and design student groups, who are performing pro bono work for a nonprofit organization can apply for an Ideas that Matter grant. Grant awards range from \$5,000 to \$50,000 per project and may be used to cover implementation and out-of-pocket costs. Applications for this year's Ideas that Matter program must be postmarked by July 16, 2010. The winners will be announced in September 2010. For more information about Ideas that Matter, visit www.sappi.com/ideasthatmatterNA.

"Sappi is proud to continue hosting the Ideas that Matters grant program, as it showcases how exceptional design can drive effective advocacy for the social good," said Jennifer Miller, Executive Vice President of Marketing and Communications, Sappi Fine Paper North America.

Each year, Sappi invites a team of highly-respected North American design leaders to join an independent committee to review Ideas that Matter entries and determine which projects will receive funding. Project concepts and design entries to Ideas that Matter are evaluated on creativity, potential effectiveness and practicality of the implementation plan. This year Sappi is delighted to welcome: Jessica Helfand of Winterhouse, Falls Village, Conn.; Casey Caplowe of GOOD, Los Angeles, Calif.; Armin Vit of UnderConsideration, Austin, Texas; Matt Rollins of Iconologic, Atlanta, Ga.; and Doug Powell of Schwartz Powell, Minneapolis, Minn; as the judges for the 2010 Ideas that Matter program. Each of the judges are widely recognized for their award-winning work and forward-thinking designs for social good.

Casey Caplowe, Creative Director of GOOD says, "Through Ideas that Matter, it's awesome that Sappi has embraced this concept of collaborating with non-profits to push the world forward for over 10 years, which is similar to our mission here at GOOD. I'm very excited to participate as a judge-with other incredible social-minded designers-in this annual competition, which is truly the leader in grant programs for designers working for social good."

The grant application process for Ideas that Matter is similar to submitting a client creative brief or strategic plan. Basic information is required including: the mission statement of the benefiting nonprofit organization and a copy of its 501(c)3 designation; a written description of the proposed project, including a list of elements to be part of the program; a brief description of the project's objectives; a visual presentation of the proposed idea; a project timeline and proposed budget; a summary of information about the applicant; the applicant's resume; and samples of the applicant's previous work.

To obtain an entry form and for more information about Ideas that Matter, visit www.sappi.com/ideasthatmatterNA or call 800-882-4332. Applications for proposals must be postmarked by July 16, 2010.

About Sappi Fine Paper North America

Sappi Fine Paper North America is a preeminent North American producer of coated fine paper used in premium magazines, catalogues, books and high-end print advertising. Headquartered in Boston, Massachusetts, Sappi Fine Paper North America is known for innovation and quality. Its brand names, including McCoy, Opus, Somerset and Flo, are some of the industry's most widely recognized and specified. Sappi's mills in North America are triple chain of custody certified to the Forest Stewardship Council (FSC), Sustainable Forestry Initiative® (SFI), and Programme for the Endorsement of Forest Certification (PEFC). Over 80 percent of the energy used by Sappi's North American mills comes from renewable resources, resulting in one of the lowest carbon footprints of any major North American coated paper supplier. Sappi Fine Paper North America is a division of Sappi Limited (NYSE and JSE), a global company headquartered in Johannesburg, South Africa, with manufacturing operations on four continents in 10 countries, sales offices in over 40 countries, and customers in over 100 countries around the world. For more information about Sappi Fine Paper North America, visit: www.sappi.com/na.