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## **Neenah Paper Renews Its Commitment to Energy Conservation**

*ChangeWithin™ Begins at Home*

ALPHARETTA, Ga. (March 5, 2009) — Neenah Paper announces its renewed commitment to investing in best-in-class energy conservation practices to reduce greenhouse gas emissions. Working with Wisconsin Focus on Energy Neenah Paper is exploring ways to engineer and install energy efficiency projects. This year-over-year initiative creates savings in energy consumption that translate into real economic and environmental benefits.

As part of its *ChangeWithin™* philosophy Neenah Paper believes that real change begins at home, at its facilities as well as in the community. Some of the changes that Neenah Paper has made in its Wisconsin facilities include energy efficient improvements to processing equipment, innovative upgrades to the wastewater treatment plant, and energy efficient lighting at the Neenah, Appleton and Whiting mills. At each mill a team of employees is tasked with identifying and researching opportunities to increase system efficiencies and reduce energy consumption, then implementing solutions.

“This is a unique way for us to actively involve our employees in conserving energy and minimizing our environmental impact,” says John Gray, Director of Engineering and Energy, Neenah Paper. “We feel our team approach to energy management as well as working with Focus on Energy is very effective. With participation at every level, it’s become a part of our culture.”

### **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 ESSE®, as well as a host of other fine paper products preferred by graphic designers and printers. 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](http://www.neenahpaper.com) or call (800) 558-5061.

### **About Focus on Energy**

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state’s growing demand for electricity and natural gas. For more information, call (800) 762-7077 or visit [focusonenergy.com](http://focusonenergy.com).