MAJOR PRINTING CORPORATION
40 West Main Street, Anytown, USA

September 7, 2005

Mr. Paper Distributor
Acme Paper Distribution
1009 Busy Street
Anywhere, USA

Mr. Distributor,

The Major Printing Corporation has been asked by the [redacted] Group in association with the Natural Resources Defense Council (NRDC) to assist in the creation and implementation of a strategy to move toward a more environmentally friendly paper stock to be used in all their packaging and printing while retaining the current performance specifications that ensure proper graphic and finishing characteristics. Specifically, this document addresses the strategy for both coated and uncoated free sheet lithographic printing papers. The goals of this strategy must be constantly balanced by the economic impacts of cost increases as a result of implementation of the strategy. The strategy must also be "market-based" in that it seeks to create a demand for environmentally preferable paper. Environmentally preferable paper is defined as paper that reduces a variety of environmental impacts while meeting business needs. This definition explicitly acknowledges that both economic and performance considerations are central constructs of purchasing decisions. To ensure that the strategy is "market-based," this document will have a very wide dissemination to every mill or paper distributor possible regardless of current business relationships. The strategy we are attempting to implement will initially impact the purchase of approximately 5,000 tons of paper, which Major Printing purchases annually.

Project Purpose: To develop an economically feasible organizational policy and commitment to purchase paper with increasingly enhanced environmental characteristics, and set a timeline for that transition.

Project Goals and Objectives:

1. To Maximize Recycled Content:
    a. Eliminate the use of paper and paper products made from 100 percent virgin fiber content.
    a. Switch to paper that contains the highest postconsumer recycled content feasible for each specific need, but no less than the U.S. Environmental Protection Agency (EPA) minimums for federal agencies. Currently the EPA postconsumer content minimum for printing and writing papers is 30 percent for uncoated papers and 10 percent for coated papers.
    a. Set a timeline for increasing the postconsumer content to higher percentages as quickly as is economically feasible. For printing and writing papers, this should be no less than 50 percent for uncoated papers and 30 percent for coated papers.
    a. Encourage the paper manufacturing community for production of high quality paper using agricultural residues. Any verifiable amount of agricultural residues contained in paper bids will be viewed favorably as long as it does not negatively impact the economic considerations by dramatically raising the cost.

1. To Be Selective About Remaining Vigin Fiber Content Fiber Content:
    a. To give preference to papers with a remaining virgin tree fiber content that comes from companies that employ the most environmentally and socially responsible forest management and restoration practices. Currently, the Forest Stewardship Council certification standard is the only one that meets the best criteria.
    a. To give preference to suppliers and manufacturers that have established credible "Chain of Custody" tracking systems to reliably identify the origin of fiber sources.
    a. To give preference to papers guaranteed to be free of fiber that threatens endangered forests.
    a. To give preference to companies that have committed or that are willing to commit to not sourcing any fiber from areas designated as "roadless" by the federal government on January 12, 2001. These areas are delineated in the Roadless Area Conservation rule, 36 CFR Part 294, pp. 3244 and passim.

1. To Give Preference to Paper Manufacturers Who Use Environmentally Cleaner Production Methods and Materials:
    a. To give preference to papers processed without chlorine or chlorine compounds as long as they also meet recycled content goals.
    a. To give preference to paper manufacturers that do not use chlor-alkali caustics manufactured using mercury cell technology. Preference would also be given to paper companies that are encouraging their suppliers to discard mercury cell technology in their processes.

These goals and objectives should be viewed as preferred environmental characteristics, which fall along a spectrum of choices. The attached graphic represents the critical goals of the program. Other attachments include the hierarchy of pulping and bleaching processes, a listing of chlor-alkali plants using mercury cell technology, minimum required specifications for coated web, coated sheets, and uncoated web products required to qualify, as well as the required reply content.

Initial responses to this document should be sent to the attention of [redacted] within four weeks of your receipt. We appreciate your help and timely response in this matter, and hope that together we can begin to move our industry towards a more environmentally conscious way of doing business.

Sincerely,

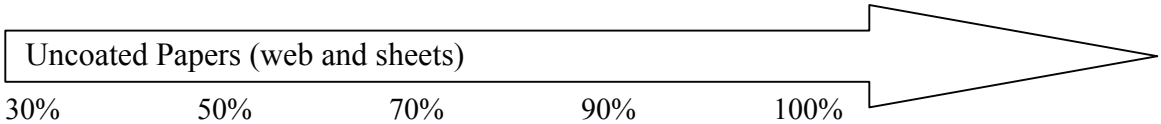
[redacted]
Executive Vice President
Major Printing Corporation

Goals and Objectives Graphic
Postconsumer Content

Less Preferable — More Preferable

10% 15% 20% 25% 30%

Less Preferable — More Preferable



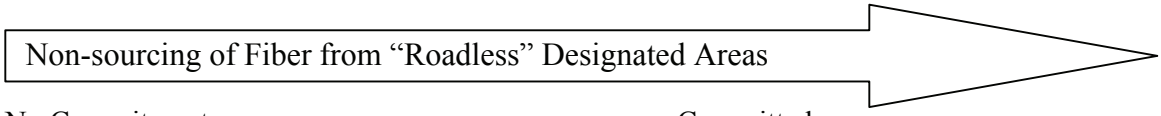
30% 50% 70% 90% 100%

Forest Management and Restoration Practices

Less Preferable — More Preferable

Non-FSC Independent Certification — FSC

Less Preferable — More Preferable



No Commitment — Committed

Chlorine use in Paper Manufacturing

Less Preferable — More Preferable

Traditional ECF | Enhanced ECF | Enhanced ECF PCF w/ Ozone or H_2O_2

Hierarchy of Pulping and Bleaching Processes

Process	How It Works
Processed Chlorine Free (PCF) & Totally Chlorine Free (TCF)*	Completely substitutes oxygen-based compounds for chlorine compounds.
Enhanced ECF with ozone or hydrogen peroxide	Uses ozone or hydrogen peroxide as brightening agent in the initial stages of bleaching processes. (Final or near final stage uses chlorine dioxide.)
ECF with extended or oxygen delignification (Enhanced ECF)	Removes more of the lignin before bleaching, thus reducing energy and chemical use during bleaching process. (Final stage uses chlorine dioxide.)
Elemental Chlorine Free (Traditional ECF)	Replaces elemental chlorine with chlorine dioxide.
Elemental Chlorine	Uses elemental chlorine to bleach pulp. In the U.S. elemental chlorine was phased out as of April 2001 per the EPA's cluster rule.

* The terms PCF and TCF refer to paper produced without chlorine or chorine compounds. As used in the market today, PCF paper is preferable because it contains recycled fiber, while TCF refers only to 100 percent virgin fiber.

Chlor-alkali Plants Using Mercury Cell Technology

Occidental Chemical Corporation
1000 N. Wilson Dam Road
Muscle Shoals, AL 35661
(This facility plans to phase out mercury use)

Olin Corporation
2402 Doug Barnard Parkway
Augusta, GA 30906

Pioneer Americas L.L.C.
4205 Highway 75
Saint Gabriel, LA 70776

PPG Industries
1300 PPG Drive
Lake Charles, LA 70601
(This facility will phase out mercury use by 2007)

ASHTA Chemicals Incorporated
3509 Middle Road
Ashtabula, OH 44004

Olin Corporation
1186 Lower River Road
Charleston, TN 37310

PPG Industries
State Route 2
New Martinsville, WV 26155

ERCO (formerly Vulcan Materials)
State Highway 73 S.
Port Edwards, WI 54469

Required Reply Content

Your response should address the following:

1. Your corporation's willingness and ability to partner with Major Printing, [redacted] Group, and consult with the Natural Resources Defense Council in this effort.
2. If you are willing to partner with us, what products can you currently offer to us that would at least meet the minimum requirements of the program? Please include pricing information for each product available.
3. If you are willing to partner with us, what products would you make available to us in the future in support of the strategy movement toward a more environmentally friendly stock? Please include estimated cost increases that would be required to supply these future needs.
4. Please address the mills current Forest Management and Restoration Certification program and any anticipated future moves toward a more comprehensive system. This information should also address market pulp that is bought and the fiber tracking programs you currently have in place and future improvement of those programs.
5. Please address your current commitment or your future willingness to commit to not source any virgin fiber from areas designated as "roadless."
6. Please address the mills current use of chlorine in your pulping and bleaching process and any future plans to move toward PCF.
7. Please address whether any of the mill suppliers use mercury cell technology in their processes. If they do, please address what information you have concerning their intention to move away from this technology and the timeline for accomplishing this move.