

Press Release – March 24<sup>th</sup>, 2009

## Win an Apple iPhone 3G – Navigator Campaign 2009

Follow Navigator and Win

- **The Navigator 2009 promotion will run simultaneously in all countries where Navigator is present: more than 70 countries in the five continents**
- **The campaign will run from April to September**
- **Get the code on the back of any Navigator ream and play**



Navigator, the World Best Selling Premium Office Paper, is going to launch another fantastic global campaign for its users around the world. The brand will give consumers the opportunity to win one of the 333 Apple iPhone 3G available, in an initiative which begins in April and will run until September.

To participate in the Navigator 2009 promotion, consumers just have to buy a ream of Navigator, go to the Navigator website at [www.navigator-paper.com](http://www.navigator-paper.com), play, enter the promotional code which is printed on the back of the ream, answer a simple question about Navigator and provide some basic information such as e-mail address and country of origin.

The players will be challenged to follow Navigator through a series of videos portraying unique and entertaining situations of daily office life. If the right sequence is chosen, and after the promotional code is inserted, players will immediately know if they have won one of the 333 Apple iPhone 3G. Winners will be asked to send the ream wrapper with the winning promotional code as proof of purchase. After receiving the proof of purchase, their iPhone will be sent to them via DHL.

Navigator has gone one step further in office paper promotion, by launching global promotions played via its website. This truly global campaign mobilised over 130 thousand participants from all over the World in 2008 who played more than 650 thousand games, and will again challenge users to win with Navigator. This time the special attraction is the superb Apple iPhone 3G, which will be unblocked to any cellphone operator in all countries running the promotion.

To let consumers know about this initiative, a communication campaign will be launched, mainly via a specific promotional pack, but also on several printed material, as well as on the promotion's micro-site.

Participants of previous Navigator campaigns will also receive an e-mail inviting them to participate in the 2009 promotion.

This will be the fourth global campaign launched by the Navigator brand. In 2004, the main prize were tickets for the European Championship, held in Portugal. Two years later, in 2006, Navigator rewarded consumers with Ipods with video and last year consumers had the opportunity to win Tom Tom navigation systems.

[www.navigator-paper.com](http://www.navigator-paper.com)

### **About Navigator**

Having its performance recently certified by BLI - Buyers Laboratory INC – the leading global office equipment testing lab and business consumer advocate since 1961, the Navigator brand is recognised for its international prestige, asserting itself as the world leader in sales for the Premium office paper segment and as one of the most successful Portuguese brands in the world. Present in more than 70 countries, the Navigator range has high growth rates, reaching 20% growth in the European market in 2008.

Regarding the product's quality, which is today widely recognised internationally, some of the main features are: high performance in all office equipment; excellent printing quality in laser and ink jet printers; and, above all, a 99.99% performance guarantee, virtually free from paper jams. Its thickness and high opacity means it can be used on both sides; its smoothness is unique in the market, something which also means a significant reduction in the use of ink and toner or an improved printing quality; insignificant abrasion levels, which helps to prolong the useful life of equipment and reduce maintenance costs.

### **About the Portucel Soporcel Group**

The Portucel Soporcel group is one of Portugal's leading corporate representatives, present in one of the key sectors of the Portuguese economy and occupying an outstanding position in the international pulp and paper market.

As a large European producer of Uncoated Woodfree Paper (UWF), the Group is also the largest Bleached Eucalyptus Kraft Pulp (BEKP) producer in Europe and one of the largest in the world.

With a production capacity of 1.05 million tonnes of paper and 1.35 million tonnes of pulp (of which about 765 thousand is used in paper), the Group generates an annual turnover of more than € 1 100 million, exporting more than 950 million Euros to over 80 countries on five continents, which represents more than 90% of its pulp and paper sales. It is therefore responsible for around 3% of Portuguese exports of goods which, together with its sales on Portuguese market, corresponds to 0.7% of Portuguese GDP (2007 figures).

With a dominant position in the eucalyptus forestry segment, the Portucel Soporcel Group is responsible for managing around 120 thousand hectares of forest. 85% of this

land has forestry certification from the FSC (Forest Stewardship Council), which represents 54% (Dec.08) of certified forest in Portugal.

The central project of the Group's development plan is the construction of a new Paper Mill in its industrial complex in Setúbal, 50 kilometres from Lisbon, where the largest and most sophisticated paper making machine in the world will be installed to produce Uncoated Woodfree Paper, with a width of 11.1 metres and capacity to produce around 500 000 tonnes/year,

With start-up planned for August 2009, the new mill represents an investment of € 550 million, increasing total paper production capacity to around 1.5 million tonnes/year, which will make the Group the leader in the European UWF market and help it expand its already significant position in the North American market.

[www.portucelsoporcel.com](http://www.portucelsoporcel.com)