



Press release – 2<sup>nd</sup> July 2009

Reinforcing the Social Responsibility of the brand.

## Pioneer supports the Laço Golf Challenge



The **Pioneer** brand, the first *Premium* office paper specially designed for the female consumer, sponsored the ninth Laço Golf Challenge, promoted by the Laço Association with the participation of several keen golfers.

Once again, the Pioneer brand shows its social responsibility, participating in the initiative of the "Associação Laço" which aims to raise funds for the creation of the Breast Cancer Centre of Excellence in Diagnosis and Treatment at the Santa Maria Hospital in Lisbon.

This year's tournament took place on June 19<sup>th</sup> in Oitavos Dunes, Quinta da Marinha - Cascais and attracted a significant number of people. There was a '*shot-gun start*' at 2:30 PM and the prizes were awarded at a dinner party.

At present, with distribution in over 40 countries, Pioneer enjoys a good reputation throughout Europe, providing excellent results in terms of performance and print quality.

We believe that sustainable management and social responsibility, by supporting associations such as Laço, contribute strongly to strengthen the links with our communities, a decisive factor in the development of the Group and its premium paper brands.

**Pioneer - Get Inspired!**

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