



Press Release – 15 January 2009

Campaign runs until 28 February 2010

Navigator & You promotion with prizes for the most creative photos and videos

Navigator, the world's best-selling brand of premium office paper, is again looking to encourage the creativity of its consumers with its Navigator & You promotion. This is an online campaign, already up and running, in which consumers can take part by sending their most creative photos or videos involving the *Navigator* brand.



After the success of this competition in 2007, with only photographic entries, *Navigator* is once again offering prizes for its consumers in an interactive campaign that this time also invites entrants to send in videos.

In order to take part, consumers are asked to register at <http://www.navigator-paper.com> and to send their most creative photos or videos involving one of the *Navigator* products. Entrants are free to compete in both campaigns, as many times as they like. Each week, a prize of an Apple iPhone 3G is awarded for the most creative video and another for the best photo. Entries can be sent up to 28 February 2010.

The *Navigator* brand has used global interactive campaigns on its website to raise its profile and to increase consumer involvement with the brand.

About Navigator

Recently awarded performance certification by the Buyers Laboratory INC (BLI), the leading independent laboratory for testing office equipment which has worked to defend consumers since 1961, the Navigator brand has achieved international recognition of its prestige quality, asserting itself as the world leader in sales of premium office paper and one of Portugal's most successful brands around the world. Sold in



more than 70 countries, the Navigator range has enjoyed high levels of growth, expanding its sales in the European market by 20% in 2008.

Today acknowledged internationally as a quality product, Navigator paper offers a number of enviable features: excellent performance in all office equipment, excellent printing quality in laser and inkjet printers, and the fact that it is guaranteed 99.99% jam-free. The brand also boasts high levels of thickness and opacity, allowing for use on both sides, a degree of smoothness unrivalled in the market, which also means a significant reduction in ink and toner consumption, as well as better quality printing, and very low levels of abrasiveness, contributing to the durability of equipment and lower maintenance costs.

www.navigator-paper.com

About the Portucel Soporcel group

The Portucel Soporcel Group is one of Portugal's strongest players on the international stage, operating in one of the country's core sectors and occupying a highly prominent position in the international paper and pulp market. The construction of the new Setúbal Paper Mill will enable the Group to position itself as the European leader in the production of UWF paper, and allow Portugal to occupy top place in the European league table of producers of this type of paper.

The Portucel Soporcel Group is currently Portugal's 3rd largest exporter, and possibly the largest in terms of national value added.

With the new Paper Mill, the Group now has production capacity of 1.55 million tons of paper and 1.35 million tons of pulp (of which approximately 1.1 million tons is incorporated into paper).

The Group generates annual turnover in excess of € 1,100 million. Once operating at full capacity, the new Paper Plant will boost the Group's annual exports by more than 400 million euros. This will be added to current annual exports of more than 950 million euros to more than 90 countries over five continents, corresponding to approximately 90% of its paper and pulp sales.

The commercial reputation and success of the Group's brands around the world is supported by an extensive sales network, backed by dedicated structures in its principal markets. Efforts are focussed on maintaining a close relationship with clients and assuring a high quality of service. Special mention should be made of the *Navigator* brand, the world's best-selling product in the premium office paper segment.



With a leading position in the eucalyptus forestry sector, the Portucel Soporcel Group is responsible for management of around 120 thousand hectares of woodlands. The Group recently obtained certification for the woodlands assets under its management under the prestigious PEFC - *Programme for the Endorsement of Forest Certification Schemes*, having obtained certification by the FSC (Forest Stewardship Council) in December 2007.

The Group is also a frontrunner in the energy sector and Portugal's leading producer of "green energy" from biomass. Generation of 977 GWh in 2008 represented approximately 60% of electricity obtained from biomass in Portugal, or 2.3% of all power generated in the country, four times the output of the Alqueva hydro plant in the same year.

The Setúbal Paper Mill is part of a wider plan being pursued by the Portucel Soporcel Group with a view to development, modernizing its technology, reduction of its environmental impact and increasing its power generation capacity. This plan is nearing completion and has involved total capital outlay of approximately € 900 million, divided between its industrial units in Cacia, Figueira da Foz and Setúbal.

www.portucelsoporcel.com