



Press release – January 2007

At Intergraphic 2007, Paris

Portucel Soporcel Group presents Soporset's new image

The release of the new Soporset brand image will be one of the highlights of Portucel Soporcel Group's presence at the 27th edition of Intergraphic, one of the most important trade shows held by the European graphic industry, which will take place in Paris, at the Palais des Congrès from the 16th to the 18th January 2007.

Intergraphic is considered by the French graphic sector to be one of the premier trade shows, which this year will attract 250 exhibitors.

The Portucel Soporcel Group will reveal its latest developments in this business area, placing particular emphasis on the renewed image of the Soporset brand, a modern and dynamic image based on values which strengthen the brand's position as segment leader.

This new image is seen as an evolution enhancing the brand's most important values, namely excellent performance and unbeatable reliability providing remarkable print quality and “pole position” for all graphic designers.



This is why the brand's new communication concept draws parallels between Soporset and the fast high-tech world of motorsports. Soporset represents a “new performance level” and seeks to “exceed limits and continually evolve”, which are crucial features in the “winning strategy of Soporset Superior Performance”.

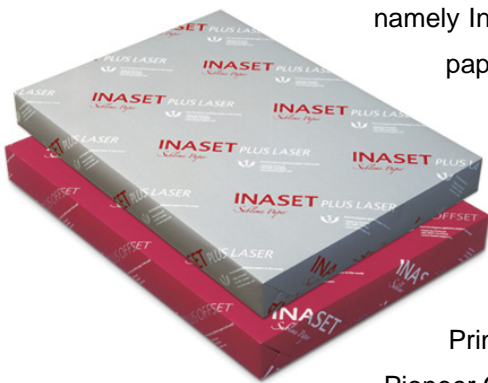
Soporset represents a “unique celebration in the search for perfection”, clearing the way to a new era of performance and print quality which justifies its leading role in terms of brand



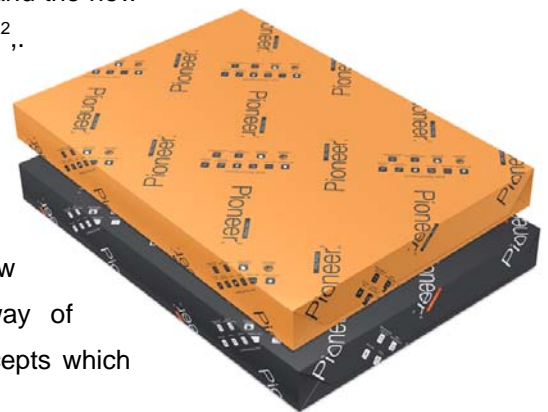
awareness and its position as the offset paper most used and recognised by European graphic designers.

It should be mentioned that the Soporset brand has a new logo and new packaging, maintaining the premium quality already familiar in the market. A new web site associated with the new image and brand values will also be available.

The Portucel Soporcel stand at Intergraphic will also display the Inaset range, namely Inaset Plus Offset and Inaset Plus Laser, which are premium quality papers in the European market. The brand's image conveys values such as tradition, know-how and trust, linked to the art of printing. Also appearing at Intergraphic will be the new Pioneer Graphic brand developed and launched in 2006, aimed at responding to the most demanding needs of the graphic sector. The new Pioneer Graphic brand range includes two products: Pioneer Pre Print, available from 80 to 160 g/m², and the new Pioneer Offset, available from 60 to 350 g/m².



The communication concept of this innovative brand is based on values such as Quality, Demand, Flexibility, know how and paper Whiteness, combined with the statements "Get inspired / Maximize quality / Seek perfection" which are now part of the Pioneer Graphic brand image. It is a new way of communicating paper benefits, seeking to link innovative concepts which can be tested by the most demanding consumer.



As far as office papers are concerned, the flagship brand is Navigator which has just seen two of its products – Navigator Universal 80 g.m⁻², and Navigator Eco-Logical 75 g.m⁻²², – receive FSC certification.



Special reference should be made also to the new Explorer Premium Recycled range – the whitest recycled paper on the market. This is an innovative office paper made from 100% recovered paper representing the best choice to guarantee the best environmental protection without jeopardizing performance and print quality. It is produced to an advanced formula which provides exceptional physical and optical attributes that are not usually seen in traditional recycled papers and has been granted FSC and NAPM certification.



Office paper brands Pioneer, Discovery and Multioffice will also appear on the Group's stand (Stand M 120) at Intergraphic 2007, which we hope will attract the interest of the many thousands of visitors expected at the trade show.

www.inaset-paper.com

www.soporset.com

www.navigator-paper.com

www.pioneer-paper.com

www.inacopia-paper.com

www.discovery-paper.com

www.multioffice-paper.com

www.pioneer-graphic.com

About the Portucel Soporcel Group

The Portucel Soporcel Group is the largest uncoated printing paper producer in the Iberian Peninsula and the fourth largest producer in Europe. The Group holds a strong position in the office paper market and a leading position in the graphic paper market in Europe.

The Group has offices in Portugal, Spain, France, Italy, United Kingdom, Holland, Germany, Austria and the United States, selling to over 70 countries in five continents.

www.portucelsoporcel.com