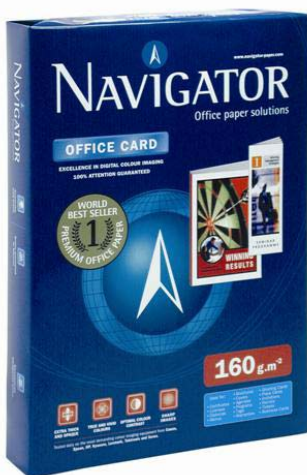




Press Release - January 2006

Office segment news

grupo Portucel Soporcel has presented its latest news in Europe's biggest office products



Grupo Portucel Soporcel, fourth largest producer of office papers in Europe, has presented its latest innovations at **Paperworld**, the leading international trade fair for office products and graphic arts materials, held in the German city of Frankfurt from 25th to 29th January.

In the office paper segment, Navigator - the world's best selling brand worldwide in 2004 in the premium office paper segment, selling over 50 million reams in the five continents – presented some new additions to its range, such as the new Navigator 160 g.m² Office Card, specially designed for the high consistency required to produce invitations, certificates, diplomas and covers, thanks especially to its high quality and grammage.

By extending its product range, Navigator increasingly makes its mark as one of the most successful Portuguese brands worldwide, strengthening its position of leadership in the world being the Best-Selling Premium Office Paper in this market segment.

Also at Paperworld this year, one of the novelties was the new Inacopia range, which has recently undergone a rebranding process aimed at reinforcing its position as a Premium office paper brand and emphasising the benefits it has offered its users for over 20 years.

This renewal of the Inacopia range also highlights the brand's key arguments, such as the fact that Inacopia





was the first European office paper brand to be produced from *Eucalyptus globulus* pulp. Having in mind the historical background of the brand, a new claim was born: **“Printing Quality Since 1982”**.

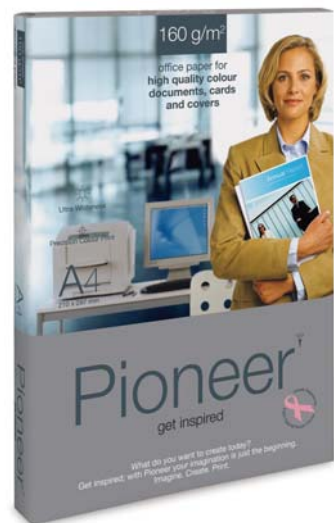


Furthermore, the new Target range was also presented at this year's exhibit, after a revamp of the brand, which now consists of 3 innovative products – Personal, Corporate and Professional -, each one of them focusing on a specific set of users, offering a unique value proposition.

Pioneer range and its innovative concept in the office paper business of targeting the dynamic, demanding and sophisticated female, was also present including the new Pioneer 160 g.m² for jobs requiring higher quality in high grammage. In 2005 the brand has reached a remarkable feat in establishing a presence in 17 countries across the world..



In an innovative partnership with **Laço**- a non-profit organisation whose aim is to promote early diagnosis for breast cancer through an intensive monitoring program. - celebrated last year on its second anniversary, the brand will once more reaffirm its position strategy of brand differentiation trough the support of this organization.



Finally in this segment, the Group has exhibited its Discovery and Multioffice ranges.

Another attraction was the football simulator that has evaluated the expertise of visitors of the stand, offering to the most agile “footballers” a souvenir from grupo Portucel Soporcel

grupo Portucel Soporcel stand was at Hall 1.1, number C11 at Paperworld



www.navigator-paper.com

www.inacopia-paper.com

About Navigator

Produced by grupo Portucel Soporcel, Navigator offers a range of office paper solutions compatible with all office equipment. The range has been especially designed to meet and even exceed the needs of modern office users.

European consumers consider Navigator to be one of the leading brands in the Office Paper segment, particularly in regard to product quality. All these features have contributed to the brand's unique position and strong market growth.

Navigator offers high performance with every type of office equipment: excellent printing quality with both laser and inkjet printers, 99,99% jam-free, high thickness and opacity for double side use, the highest quality consistency over time, very low abrasive levels and other unrivalled features.

Navigator paper and range were designed and developed on the basis of market research that included consumer surveys conducted all over Europe, technological research, and the results of product tests performed in European and North American laboratories. The paper is made from *Eucalyptus globulus* fibre in one of the most advanced machines in the world, which is located at the Figueira da Foz paper mill.

About the Portucel Soporcel Group

The grupo Portucel Soporcel is the largest producer of uncoated fine papers in the Iberian Peninsula and is the fourth largest in Europe. The Group holds a very strong position in the office paper market and the leading position in Europe in graphical papers.

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

www.pioneer-paper.com

www.discovery-paper.com

www.multioffice-paper.com



www.portucelsoporcel.com