



Press Release – January 2007

Latest trends of the office products market showed in Frankfurt

Group Portucel Soporcel present at Paperworld - the largest European trade fair for office and paper products

The Portucel Soporcel Group, Europe's fourth largest producer of office paper, will again have a strong presence at Paperworld, the world's biggest office and paper products trade fair which will be held in Frankfurt, Germany on the 24th to the 28th of January 2007.

Michael Wittmann- Navigator Brand Manager- explains that *"We will be present in such an important event to display our most innovative products, confirming the Group's position as the largest uncoated paper manufacture in southern Europe and to strengthen the position of our Office brands as market leaders in their respective segments."*



Amongst the office paper products that will be shown at the Group's stand, we naturally point out the Navigator range which has just seen two of its products – Navigator Eco-Logical 75 g.m⁻² and Navigator Universal 80 g.m⁻² (available in selected markets) – granted the FSC certification.

In 2006, Navigator was the World's Best Selling brand worldwide in the premium office paper segment, selling over 60 million reams in 5 continents. This fact highlights the brand as one of Portugal's most successful international brands, consolidating its leadership position all over the world in terms of sales of office paper in the Premium segment.

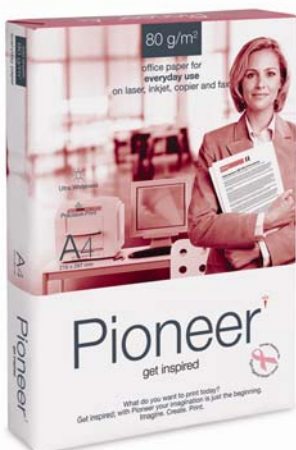




Another novelty which will be presented by the Portucel Soporcel Group at

Paperworld is **Explorer Premium Recycled** – the whitest recycled office paper. This is an innovative paper 100% made from recovered paper, 50% of which is obtained from post-consumed recycled fibre whilst the remaining 50% comes from paper recovered throughout the manufacturing process.

It should be pointed out that the new Explorer Premium Recycled comes as the best option to ensure environmental protection without jeopardizing performance and printing quality. As it is manufactured according to an advanced formula, it has exceptional physical and optical attributes which cannot be compared with traditional recycled paper. Furthermore, Explorer Premium Recycled is both FSC and NAPM certified.



The Pioneer range, which holds an innovating positioning as it was conceived for executive, dynamic and sophisticated women, will also be present with products ranging from 80 to 160 g/m². Over its three years of existence, this range of products has been successively launched in 32 countries all over the world, proving Portucel Soporcel Group's strategy in differentiating its brands and targeting them to well identified customer segments, which in this case are very demanding consumers, always seeking the best results for their work.

In the year it celebrates its 25 years of market presence, the Inacopia brand range will also have a significant presence at Paperworld 2007 as a Premium office paper brand, presenting a set of products whose quality is underlined by the fact that it was the first office paper brand in Europe produced from *Eucalyptus globulus* pulp, which is supported by the **"Printing Quality Since 1982"** signature

The Portucel Soporcel Group will also exhibit its business paper brand ranges Target, Discovery and MultiOffice. The three products of the Target brand - Personal, Corporate and Professional – are particularly worth mentioning, as each of them targets specific users whilst offering a unique value proposition.



An attraction at the Group's stand will be a Formula 1 simulator car bearing the Navigator colours available, in which visitors will be able to test their racing skills. At the wheel of a, all participants will be offered a gift and the best racing times will be displayed on an honour board.

The stand of the Portucel Soporcel Group at Paperworld will be located at Hall 1.1, holding number C11 and will have 216 square metres.

www.navigator-paper.com

www.inacopia-paper.com

www.pioneer-paper.com

www.discovery-paper.com

www.multioffice-paper.com

www.explorer-paper.com

www.target-paper.com

About the Portucel Soporcel Group

The Portucel Soporcel Group is the largest producer of uncoated fine papers in the South of Europe 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.

Last February, the Portucel Soporcel Group decided to move forward with the installation of a new paper mill at its industrial site near Setúbal, an estimated investment of nearly €490 million, which will allow the Company to significantly strengthen its competitiveness in the paper market, assuming a leading position in the uncoated wood free paper (UWF) market at European level.

The new industrial unit will be equipped with the largest and fastest UWF paper producer machine in the world, a latest generation equipment with a nominal paper production capacity of 500 thousand tonnes/year.

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

www.portucelsoporcel.com