

24th FILDA – Luanda, Angola

Press Release – 10th July 2007

At FILDA for the second year running

grupo Portucel Soporcel increases its investment in the Angolan market

- **Presence in Luanda is part of the Group's African development strategy**
- **Target range to be presented to the Angolan market for the first time**
- **The global brands Navigator, Pioneer and Soporset will be highlighted at this event**

From 10 to 15 July grupo Portucel Soporcel will again be attending the Luanda International Fair. **FILDA 2007 is the 24th edition of the Fair**, which is being organised by the Angolan Industrial Association (AIA). This year, it will be attended by 400 exhibitors representing companies from all over the world and a wide range of business sectors.

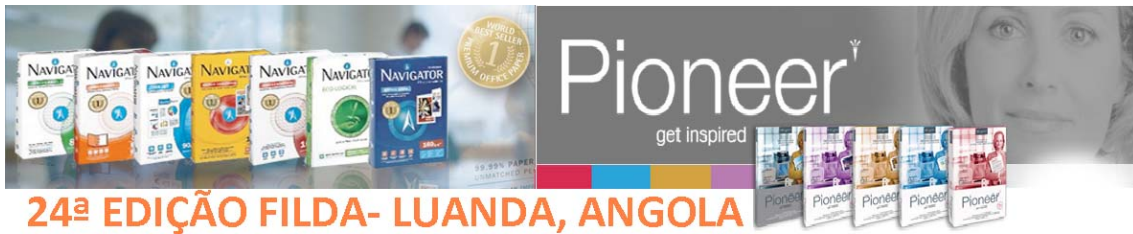
Grupo Portucel Soporcel **sees Angola as an expanding market that justifies a special investment in commercial ties**, particularly in the shape of local partnerships, to distribute the Group's products.

In the last few years, grupo Portucel Soporcel has established partnerships for the distribution of its premium products with a number of local distributors, such as the Azinor Group for the Navigator brand, Melik for Pioneer, and more recently the SC2 company for Target Personal – a partnership that led to the Group exhibiting at FILDA 2006.

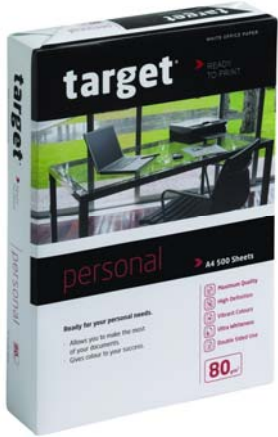
In addition to these products, the Group will also be providing information about the Inacopia and Inaset ranges – two brands that will soon be available on the Angolan market.

grupo Portucel Soporcel sees its participation in FILDA 24th edition as part of a programme to develop and strengthen its position in Angola – a growing market that is receptive to new business opportunities.

www.portucelsoporcel.com



Target: new to the Angolan market



At FILDA grupo Portucel Soporcel will be launching a product that is completely new to the Angolan market – Target Personal. With fully revamped packaging, Target Personal is being exhibited at this fair for the first time. This premium product is an excellent choice for colour print work and guarantees optimum results.

With an attractive modern design, Target Personal was specifically developed for high quality applications, both in the office and at home. Its image immediately allows consumers to identify it with specific applications

“Ready to Print” is the signature of this brand that was launched in 2006 and already has an exclusive distributor for the Angolan market.

Navigator: the world’s top-selling premium office paper brand

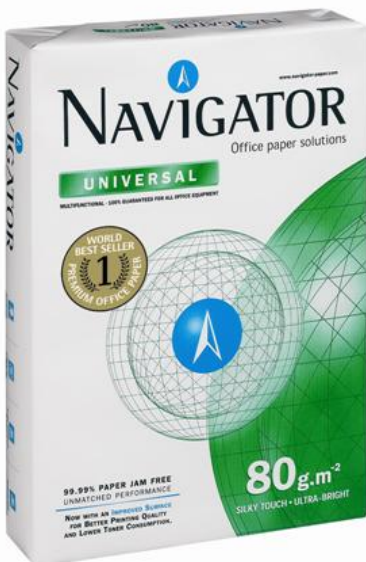
Navigator, the world’s top-selling premium office paper brand has been recognised as the **top mill brand in the “Brand Equity Tracking Survey - Office Paper 2006”** - one of the most respected and comprehensive opinion surveys in the European office paper market.



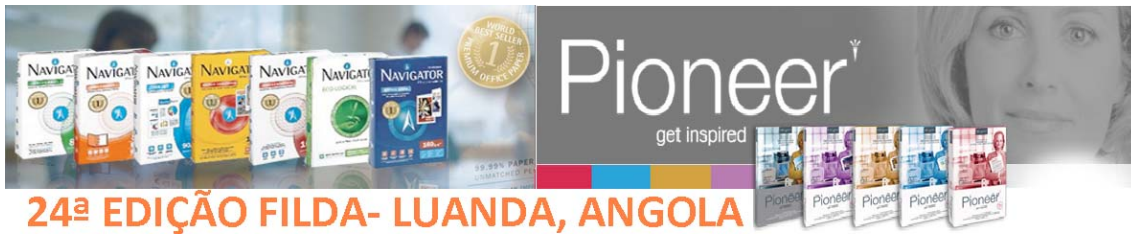
This confirms the premium quality of the product and the outstanding position of the Navigator paper brand in the international market – **a brand that has earned the trust of consumers in more than 70 countries.**

Navigator continues to be the best selling premium office paper, with a growth of 17% versus last year, a fact that reinforces its position as one of the most successful in the world.

The combination of the fact that the quality of Navigator paper continues to suit the growing sophistication of the more demanding users, together with a number of advertising and promotion campaigns that were specifically designed for our target users, has enabled the brand to develop in new markets, thereby expanding its presence worldwide and moving ahead with its internationalisation strategy.

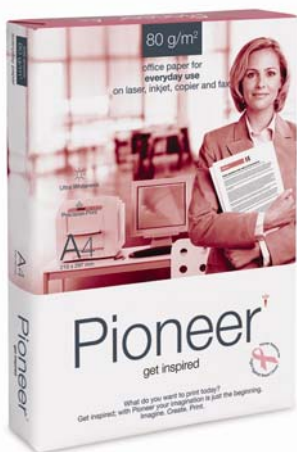


www.navigator-paper.com



Pioneer: the paper that inspires you in your work

With its clear women-oriented positioning, the Pioneer brand is committed to satisfying its most demanding consumers. A variety of studies have shown that meeting women's needs results in a high level of excellence in terms of product and brand, that will also meet men's needs.



Pioneer paper not only optimises the quality of your printed work, but was also especially designed to produce high quality colour documents. With Pioneer the user's message is enhanced and the impact on its reader's is increased. Pioneer's extraordinary whiteness and unique shade enable any printer to give the best print contrast and reproduce bright colours accurately .

Grupo Portucel Soporcel currently distributes and sells Pioneer in 38 countries across the world – an excellent performance which has been achieved in just 4 years, thanks to a major investment in marketing and communication campaigns targeted at both distributors and end users.

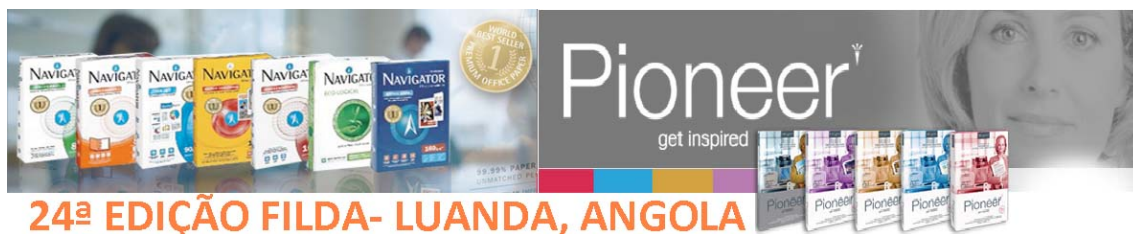
One of the ways of making this innovative communication strategy stand out was the agreement between the Pioneer brand and the *Associação Laço* – a non-profit making association that seeks to promote the early diagnosis of breast cancer via an intensive monitoring programme.

By making a financial contribution to *Laço*, Pioneer is helping to increase the awareness of this condition, which affects millions of women around the globe.

This is a partnership that extends beyond Portugal into all the countries in which the brand is present, and is going to be publicised, not only in all of Pioneer's communication campaigns and events, but above all on its packaging.



www.pioneer-paper.com



Soporset: European market leader in the offset paper segment

The Soporset brand has just celebrated 15 years as market leader. 2007 is thus the perfect moment for an evolution in its brand image that will reinforce its most important values: excellent performance and reliability, which in turn lead to outstanding print quality. With this in mind, Soporset is linking its new image to the qualities that characterise high performance motor sport.



The new communication concept that is now being unveiled embodies the performance and high print quality provided by the whole Soporset range, which has led to its absolute market domination in terms of unprompted brand recognition.

Soporset is sold in over 55 countries. A recent market survey conducted in more than 15 European countries, in which 750 printers were interviewed by an independent market research company, shows that Soporset is the Offset Premium paper brand which is most widely used by Europe's graphic arts professionals, as well as the number one brand in terms of perceived quality.

www.soporset.com

About grupo Portucel Soporcel

grupo Portucel Soporcel is one of the largest producers of uncoated woodfree papers in Europe. The Group holds a very strong position in the office paper market and the leading position in Europe when it comes to graphical papers.

In 2006, grupo Portucel Soporcel gave the go ahead for the installation of a new paper mill at its industrial site in Setúbal, requiring an investment of some €490 million. This will allow the company to significantly strengthen its competitiveness in the paper market and take on a leading position in the European market for uncoated woodfree papers (UWF).

The new production unit will house the largest and fastest UWF paper making machine in the world, a state-of-the-art facility that has a nominal paper production capacity of 500 thousand tons per annum.

The Group has sales offices in Portugal, Spain, France, Italy, United Kingdom, Netherlands, Germany, and Austria, as well as in the United States, and sells to over 90 countries across five continents.