

Press Release – 18 June 2009

Navigator launches Video Contest

- Contest awards creativity in the audiovisual field
- Make a video, upload it at the Navigator channel in Youtube and win a Sony HD camera, an iPhone 3G or an iPod with Video

Navigator, the world's best-selling *Premium* office paper brand, is running another important contest for students of several Portuguese teaching institutions in the audiovisual field. It takes place until the 24th of July, and will award the first three winners a digital Sony HDR-SR11 camera, an iPhone 3G and an iPod with video.

The advertising of this initiative will be made at the premises of the invited institutions through presentation sessions to the students with printed materials such as posters, leaflets and even a microsite especially designed for this initiative, available at www.navigator-videocontest.com.

How to participate?

To participate, the students of the adherent institutions must produce an original video about one of the products of the Navigator range, upload it at the Navigator channel in YouTube, insert the URL in the microsite created for the contest, fill in the participation form and wait for the jury's decision. The selection of the best video will be the task of a panel that includes a representative from the Portucel Soporcel group, a professional in the audiovisual field and a Communication & Marketing professional in Portugal. The prizes will go to the most creative works and not just to the ones that use the most sophisticated audiovisual techniques.

The following institutions have already joined this campaign: **Universidade Lusófona, Universidade Católica (Porto), Universidade de Aveiro, IADE – Instituto de Arte e Design, Escola Superior de Teatro e Cinema, Escola Superior de Comunicação Social (IPL), Escola Superior de Educação e Ciências Sociais (IPL)** and also **Escola Profissional Val do Rio**.

This contest is included in the social responsibility policy of the Portucel Soporcel group, consolidating its support to a significant number of initiatives of educational nature. The objective of this campaign is to strengthen the contact with teaching institutions and promote a closer relation between the Enterprise and the university world. Last April Navigator had already launched a promotion for consumers all over the world, in which they could be eligible to win one of the 333 iPhone 3G available in the market.

With this new contest, the Portucel Soporcel group wants to capitalize the investment of the brand in the Web, giving special notice to the recently created Navigator channel in YouTube, as well as to promote a closer relation between the brand and the students' world.



About Navigator

Recently certified for its performance by Buyers Laboratory INC – the main laboratory, world leader in office equipment testing and consumer advocate.

Navigator is the world's best-selling Premium office paper brand. It is present in over 70 countries in all five continents and was considered, based on independent studies, the European brand with the best-perceived and highest-rated quality in terms of Brand Performance - weighted average in terms of technical and marketing attributes. Regarding product quality, widely acknowledged at international level, Navigator offers: high performance in all office equipment; excellent printing quality for both laser and inkjet printers; 99.99% jam-free guarantee.

High thickness and opacity for double-sided use; unmatched smoothness, significantly reducing ink or toner consumption or enhancing printing quality; and negligible abrasion levels, increasing equipment's useful life and reducing maintenance costs.

About the Portucel Soporcel Group

Portucel Soporcel Group is one of the most well-known Portuguese names overseas, operating in one the most dynamic sectors of the national economy. It holds a highly significant position in the international market of pulp and paper.

The Group is a major European producer of UWF (Uncoated Woodfree Paper), and also the biggest producer of BEKP (Bleached Eucalyptus Kraft Pulp) in Europe and one of the biggest internationally.

With a production capacity of 1.05 million tonnes of paper and 1.35 million tonnes of pulp (almost 765 thousand of which are integrated into paper), the group generates a yearly turnover of more than €1,100 millions, of which €950 millions are exported to over 90 countries, corresponding approximately to 93% of its pulp and paper sales. This represents roughly 90% of its total paper and paste sales. It is responsible for nearly 3% of Portuguese goods exports, which together with its domestic sales account for 0.7% of the national GDP.

A dominant figure in eucalyptus forestry industry, the Portucel Soporcel Group is responsible for the management of nearly 120 thousand hectares of woodland. 85% of this heritage has a FSC (Forest Stewardship Council) certificate, which amounts to 54% of all certified forested areas in Portugal.

The Group's development plan has as its core project the construction of a new Paper Mill at its Setúbal industrial complex, located 50 kilometres from Lisbon, where the biggest and most sophisticated paper machine in the world will be assembled for the production of uncoated fine papers (UWF), with a width of 11.1 metres; the new machine will produce some 500,000 tonnes per year.

With its launch set for August 2009, the new mill represents a total investment of €550 millions, increasing the total production capacity of paper to nearly 1.5 million tonnes/year, which will take the group to a leading position in the UWF European market and further expand its already prominent position in the North American Market.

www.portucelsoporcel.com