News Release

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International Paper Launches Improved Newsprint Quality ‘Presso® Bright’

Düsseldorf, Germany – 29th October 2013 – International Paper today announced the launch of its new improved newsprint quality ‘Presso® Bright’. With a higher brightness level, Presso® Bright is the ideal choice for segments with very stringent quality requirements, such as Sunday newspapers, inserts and catalogues. Presso® Bright is manufactured at International Paper’s Kwidzyn mill in Poland and is available throughout Europe, the key target markets being Poland and Germany.

‘We’ve recently invested in the deinking facility at our Kwidzyn mill, which enables the premium brightness in the improved newsprint grade’ explains Michael Krüger, Commercial Director Coated Paperboard & Recycled Specialities at International Paper, and continues ‘we see good growth opportunities in the improved newsprint segment and the market response to Presso® Bright has been very promising.’

Presso® Bright delivers the same excellent features as International Paper’s standard Presso® quality, namely high opacity and outstanding printability, with the benefit of an improved brightness. The company’s standard newsprint grade Presso® will remain unchanged and continues to be available in its usual quality. In addition to the excellent product features, Presso® Bright is also a perfect ‘green’ choice. It is produced from 100% recycled material and is available with FSC® certification.

Presso® Bright is available starting from November. Customers should direct orders and enquiries to their usual International Paper Newsprint representative or to presso@ipaper.com. Customers in Germany should contact Kartonimex-Intercell in Düsseldorf at info@kartonimex-intercell.de.

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About International Paper

International Paper (NYSE: IP) is a global leader in packaging and paper with manufacturing operations in North America, Europe, Latin America, Russia, Asia and North Africa. Its businesses
include industrial and consumer packaging and uncoated papers, complemented by xpedx, the company's North American distribution company. Headquartered in Memphis, Tenn., the company employs approximately 70,000 people and is strategically located in more than 24 countries serving customers worldwide. International Paper net sales for 2012 were $28 billion. For more information about International Paper, its products and stewardship efforts, visit www.internationalpaper.com.

In Europe, Middle East, Africa & Russia (EMEA), International Paper focuses on the production and marketing of office papers and paper-based packaging. The company is a leading supplier of high-quality cutsize papers, coated and uncoated paperboard and corrugated containers for a wide range of applications. International Paper in EMEA had net sales of approximately $3 billion in 2012 and employs approximately 9,100 people.

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