

News Release

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International Paper Launches Hold & Go Insulated Paper Hot Cup *New Hold & Go Cup Offers On-the-Go Advantages*

MEMPHIS, Tenn. – Nov. 11, 2009 – International Paper is pleased to introduce Hold & Go™, a new double-wall, insulated paper hot cup that delivers industry-leading performance in a premium package.

The Hold & Go product line features International Paper's patent pending ThermaShield™ technology. By creating insulating air pockets in the cup's structure, ThermaShield lowers external surface temperatures, which results in longer consumer hold times than any other paper hot cup in the industry. While consumers will appreciate a cup that keeps their beverages hot and their hands cool, restaurant operators will benefit from the elimination of costly double-cupping and improved speed as a result of no longer needing to apply a sleeve.

"International Paper is a recognized leader in providing quality, innovative products for the hot beverage segment," said Greg Wanta, vice president, IP Foodservice. "The durable construction and superior performance of our Hold & Go cup is a perfect example of our continuing commitment to innovation."

The cup comes in three sizes – 12, 16 and 20 ounce – and is available in two stock prints: Old World™ and Carte Blanc®. It can also be customized with high-quality, six-color print capability to help customers enhance their branding. One unique Hold & Go lid fits all three sizes and is available in both black and white.

The Hold & Go cup is made out of fiber that comes from responsibly managed forests and meets the Sustainable Forestry Initiative® (SFI®) standards.

For more information on International Paper's new Hold & Go hot cup, visit ipfoodservice.com.

About International Paper

International Paper (NYSE: IP) is a global paper and packaging company with manufacturing operations in North America, Europe, Latin America, Russia, Asia and North Africa. Its businesses include uncoated papers and industrial and consumer packaging, complemented by xpedx, the company's North American distribution company. Headquartered in Memphis, Tenn., the company employs more than 58,000 people in more than 20 countries and serves customers worldwide. 2008 net sales were approximately \$25 billion. For more information about International Paper, its products and stewardship efforts, visit www.internationalpaper.com.