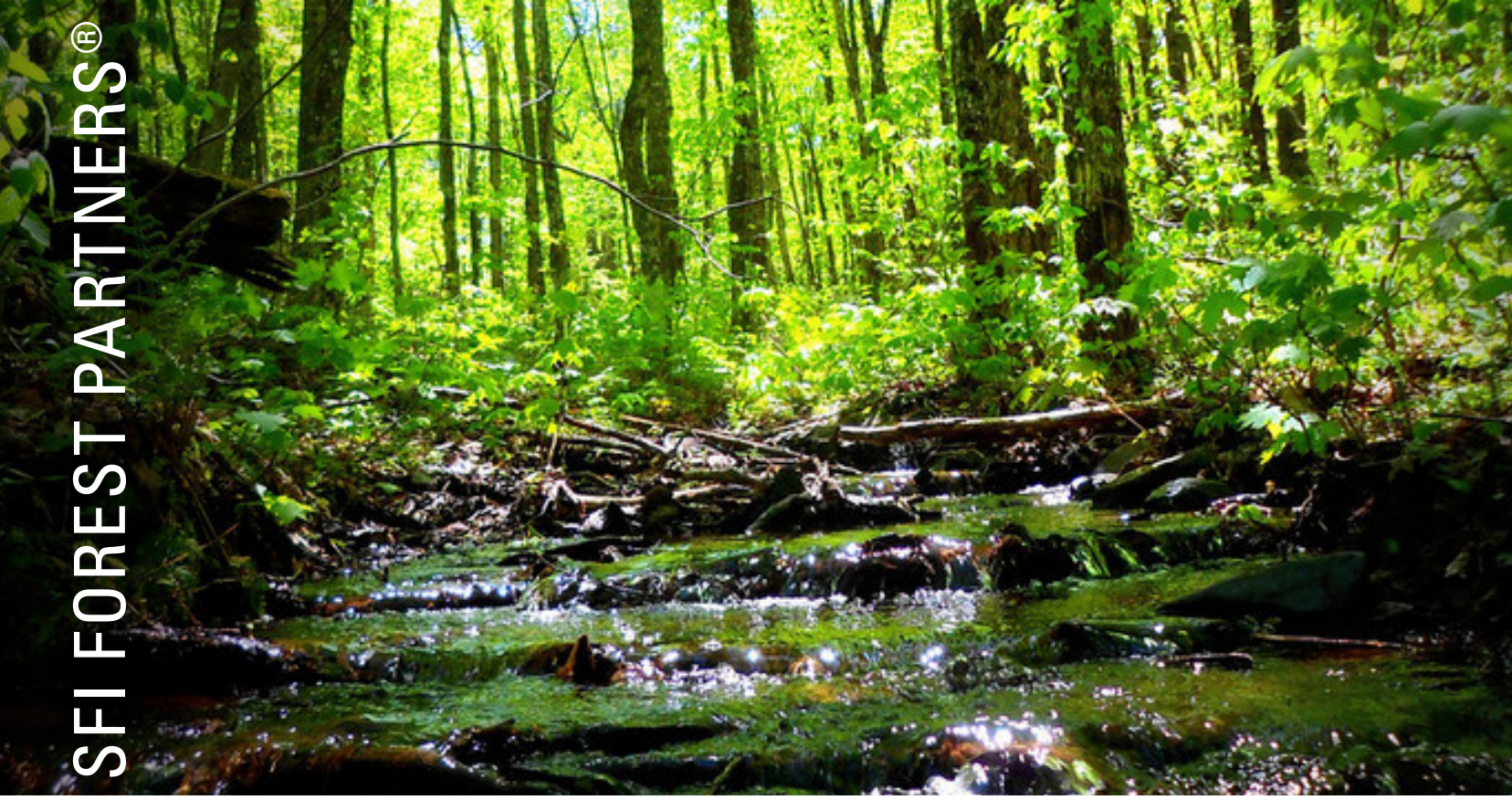

The future of the world's forests depends on the actions we take today.

Market leaders know their choice of wood, paper and packaging products has a direct impact on forests and communities at home and around the world – today and into the future. That's why so many companies include forest certification in their environmental value statements and procurement policies.

But finding a secure supply of certified products is often a challenge since only 10% of the world's forests are certified. And while North America accounts for over half of this certified land, a significant amount of land and many manufacturing operations in the United States and Canada are not certified.

SFI Forest Partners® Program

In 2012, four market leaders –Time Inc., the National Geographic Society, Macmillan Publishers and Pearson – stepped forward and became Founding Partners of the SFI Forest Partners Program, investing in the future of our forests by making five-year commitments to increase the source of certified forest products through the SFI Forest Partners Program.

SUSTAINABLE FORESTRY INITIATIVE

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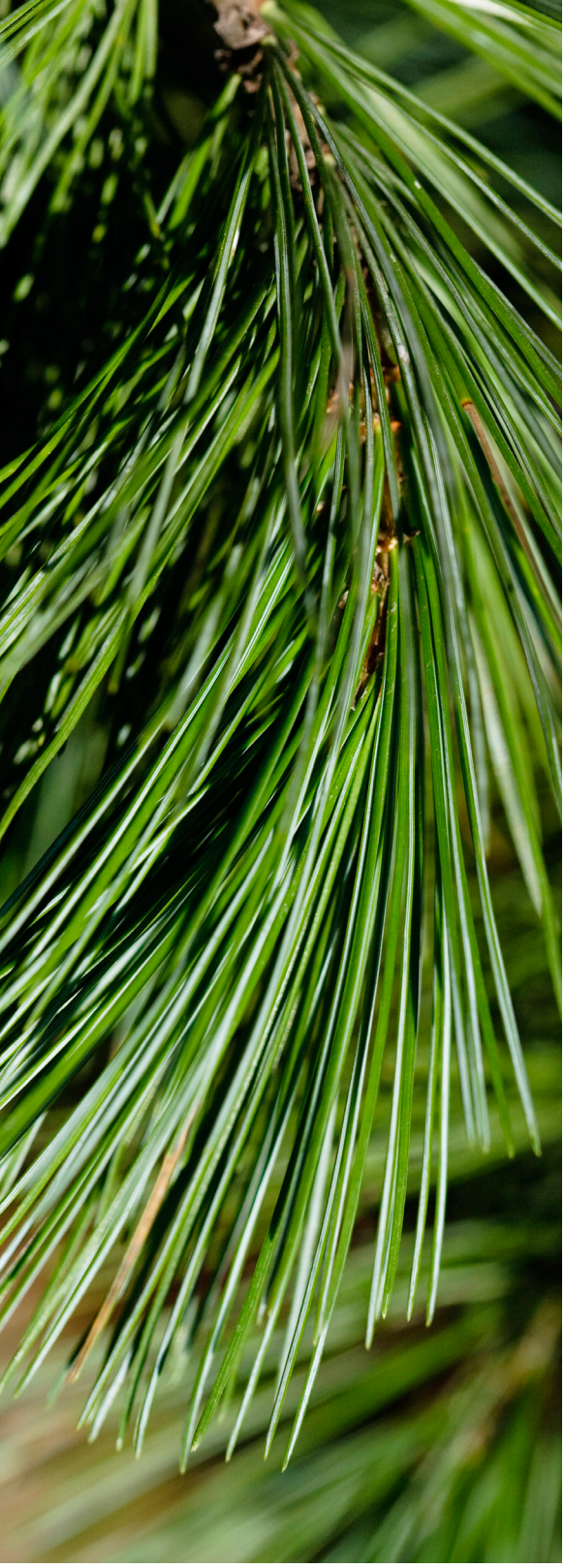
Their decision to work directly with the diverse SFI community through the SFI Forest Partners Program will help achieve the goal of bringing together forest landowners, manufacturers, customers, conservation groups and government agencies across North America. This will ensure current and future generations may enjoy the many ecosystem services and forest products provided through responsible forestry. By collaborating on shared objectives and linking market leaders directly to stakeholder groups, SFI and our Forest Partners are working together to strengthen forest practices and procurement through coordinated projects and group certification opportunities.

"The National Geographic Society is very pleased to be able to participate in SFI's Forest Partners Program. We believe strongly that we, as publishers, have a role to play in encouraging responsible forestry practices. The goal of certifying 10 million acres of forest in the United States by the end of 2017 represents the perfect opportunity for us to do so. By participating in forest certification we hope to send a clear signal that we are a responsible corporate citizen."

— Hans Wegner, Chief Sustainability Officer, National Geographic Society



SFI FOREST PARTNERS

SFI Forest Partners Program has three objectives:

Objective 1: Build on experiences of the Maine Pilot Project by continuing to find innovative approaches to group and coordinated certification for smaller and medium-sized mills and forest ownerships, seeking opportunities for collaboration, cost effectiveness and incentives for certification.

Objective 2: Facilitate the uptake of fiber from certified forestlands through the supply chain to buyers of forest products by increasing chain-of-custody certification of small and medium-sized mills, and to influence responsible forestry beyond those lands through fiber sourcing certification.

Objective 3: Grow the certified forestland base by five million acres/two million hectares by the end of 2014, beginning in the Southeast United States, and by 10 million acres/four million hectares by the end of 2017.

"Certification has fundamentally changed the way forests are managed in North America…SFI alone has certified more than 240 million acres and, in collaboration with state forestry associations, universities and others, has trained more than 135,000 loggers. If well-managed forests are our goal, we should all be celebrating the remarkable victory of having millions of acres of forests certified across North America."

— Larry Selzer, President and CEO
The Conservation Fund

"We believe it is good business to be third-party certified to a credible standard for the following reasons: Third-party certification is an investment in maintaining our social license to grow, manage, and harvest forests in a manner that meets client objectives."

—Craig Blair, CEO
Resource Management Service, LLC

Time Inc.

NATIONAL GEOGRAPHIC

MACMILLAN

PEARSON

Opportunity awaits

There are three ways to certify to the SFI Standard – forest management, chain of custody, and fiber sourcing. All require third-party audits to maintain an internationally recognized and trusted standard of practice. The SFI Forest Partners© Program promotes certification by providing tools to help understand and navigate the SFI Standards, synergies with pre-assessment meetings and timing of audits back to back for cost effectiveness.

If you're a forest owner or manager, there's opportunity to take the lead. Forest owners understand the importance of putting the best forestry practices on the ground. SFI certification of well managed forested lands is another way to demonstrate a commitment not only to sustainable forest management, but also to promoting the best science and research to improve forestry practices. SFI certification demonstrates concern for water quality, wildlife habitat, and protecting lands with important ecological, geological or cultural significance. Certification to the SFI Standard tells others that the landowner has met or exceeded the laws and regulations which provide for protection of biodiversity, wildlife habitat, water quality and other important ecosystem services. It demonstrates on-the-ground commitment to healthy, productive forests for everyone.

For business owners, there's opportunity to gain a global perspective. Any company that processes or trades SFI-certified forest products, including manufacturers of forest products, paper merchants, brokers, printers and publishers, is eligible to seek SFI chain of custody certification. Chain of custody is an accounting system that tracks fiber content through production and manufacturing to the end product. Companies can make claims about how much of their product comes from certified lands, certified sourcing and/or post-consumer recycled content. SFI-labeled products do not utilize fiber from controversial sources, such as illegal logging. So, through SFI-labeling, manufacturers send a powerful message about their business practices, sensitivity to global environmental issues, and their commitment to responsible, sustainably forestry.

"In short, for our US operations in particular, SFI certification for us and the suppliers we source from gives us a competitive edge in an increasingly competitive world market, and that in turn helps to ensure strong and consistent markets for the products we make, which are the lifeblood of our businessess."

— Kent Cumberton, General Manager US Wood Products
Resolute Forest Products

For consumers, there's opportunity to pass it on. When consumers purchase goods made from forest products – paper, furniture, and packaging –they have an empowering opportunity to shape the future of forests around the world. By looking for the SFI label on the products consumers can be assured they are supporting organizations who acquire wood from known and legal sources, conserve biological diversity, and promote responsible forestry, among other things. SFI and its partners also fund a variety of research projects to improve sustainable forestry throughout North America.

For communities and conservation groups, there's opportunity to inspire. Organizations or agencies that own or manage forestland are eligible to apply for certification to the SFI 2010- 2014 Standard. This includes companies, universities, conservation groups, government agencies, timber investment management organizations and real estate investment trusts. Often, it takes one innovator to inspire others to act. When your organization supports SFI certification, you encourage community involvement in forest management and promoting science to improve forestry practices. SFI certification protects important forest values, from water quality to habitat.

With SFI certification, we all have the chance to make a big impact by demonstrating a commitment to healthy forests around the world. **Opportunity awaits.**

SFI FOREST PARTNERS

Why Certify to SFI?

- **Social License to Operate**: Society accepts certification as the proof-point of responsible forestry. Societal expectations exist independent of regulation yet can serve to mitigate it.
- **Credibility:** Consumers, corporate leaders and governments alike demonstrate they care about the responsible use of natural resources through their responsible purchasing decisions.
- **Market Access**: Access to current and future markets increasingly depends on certification as the ticket for manufacturers to compete.
- **Competition**: More and more, landowners and mill operators who supply fiber to the marketplace are certifying their lands and operations to the SFI Standards.
- **Appeal to Investors:** Forest management as an investment strategy promotes diversification as a formula for long-term success and stability. Certification provides the credentials for verification.
- **International Recognition**: International regulations such as the European Union Timber Regulation (EUTR) are driving increased market interest in forest certification as the simplest and most credible tool for demonstrating legality and minimizing risk.
- **Community & Conservation Outreach** The SFI program's comprehensive standards backs a strong commitment to sustainable forestry that delivers environmental, social and economic benefits to local communities by fostering partnerships between organizations interested in improving forest management in the United States and Canada, and responsible procurement globally.

"Plum Creek is one of the largest landowners in the nation and the most geographically diverse, and we conduct our business with a strong commitment to the environment. The Principles of the SFI Standard guide our activities in the forest and are the foundation of our efforts to protect and grow value for our investors. They also help to ensure that we meet all regulatory requirements and the environmental expectations of our investors, customers, employees and other stakeholders. Today, all of Plum Creek's ownership is certified under SFI."

— Rob Olszewski, VP Corporate & Environmental Affairs
Plum Creek

Want to know more? Contact:

Barry Graden
Director, Southeast U.S. Community Outreach
Email: barry.graden@sfiprogram.org
Phone: 864-451-7958

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