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FOR IMMEDIATE RELEASE

February 25, 2008

BIRD STUDY LEADS TO SFI[®] CONSERVATION RESEARCH AWARD

TORONTO – Participants in a unique study of bird populations that is expected to improve forestry practices in Canada’s Acadian forests have received the first-ever Sustainable Forestry Initiative[®] (SFI[®]) Leadership in Conservation Research Award.

SFI President and CEO Kathy Abusow presented the award today to UPM-Kymmene Inc., a global leader in magazine paper production; Time Inc., the world's largest magazine publisher; the Université de Moncton; the New Brunswick Department of Natural Resources; The Nature Conservancy of Canada, and Bird Studies Canada.

“This is a truly unique project involving the landowner, academics, conservation groups, forest companies and the customer, all committed to using research to strengthen forest management and deliver real, on-the-ground results,” said Abusow. “Ongoing research and up-to-date science are key to responsible forest management.”

The Birds as Bioindicators of Biodiversity Study was launched in April 2007, with the first results expected in two to three years. The study is evaluating the reproductive performance of several songbird and woodpecker species in treated and controlled areas of public lands managed by UPM-Kymmene in New Brunswick, with a goal to use results in the development of future best management practices

“This study fits perfectly with UPM’s global biodiversity program, which aims to develop best practices for all of our forest operations around the world and to monitor the progress we are making,” said Phil Riebel, Director, Environmental Affairs for UPM-North America.

“The world’s forests are vital natural resources,” said David Refkin, Time Inc.’s Director of Sustainable Development. “Through its Certified Sustainable Forestry Program, Time Inc. works to ensure that as much paper as possible comes from forests that are harvested sustainably. It is important for customers to support work that will strengthen forestry practices and we are honored to be recognized for our leadership role by SFI.”

The project combines extensive bird surveys and intensive monitoring of the nests of several bird species. One of the species to be monitored is the Pileated Woodpecker, which nests in large dead or dying trees and forages in dead wood such as snags, stumps and fallen dead trees.

Dr. Marc-André Villard, who holds the Canada Research Chair in Landscape Conservation at the Université de Moncton, which is responsible for the research project, pointed out that the study is based on a methodology that may inspire future biodiversity research in other Canadian forests. “The findings will contribute to national and international discussions on biodiversity research, forest certification, policy development and forest legislation,” Dr. Villard said.

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The Birds as Bioindicators of Biodiversity Study will benefit from the expertise of The Nature Conservancy of Canada, a national charity dedicated to the conservation of ecologically significant land, and Bird Studies Canada, which advances the understanding, appreciation and conservation of wild birds and their habitats.

"As Canada's leading land conservation organization, The Nature Conservancy of Canada works to protect key areas of ecological significance through sound conservation science," said John Foley, Associate Regional Vice President, Conservation, for the Atlantic Region of The Nature Conservancy of Canada. "By working with partners such as UPM and the Université de Moncton, the benefits of this study will help to conserve biodiversity in forested regions, extending far beyond the borders of New Brunswick."

"Some forest bird species have specific habitat requirements, and can thus be used as indicators of these habitat types," said Becky Whittam, Atlantic Canada program manager for Bird Studies Canada. "Monitoring the response of these indicators to forest harvest practices allows researchers to assess the environmental impact of these practices and ultimately recommend or develop forestry practices that are least disruptive to birds and other species."

"This study will help us manage our province's public forests in a manner that respects social, environmental and economic values," said Donald Arseneault, New Brunswick's Minister of Natural Resources. "These forests are home to wildlife, provide us with spiritual and recreational opportunities, support biodiversity, supply us with clean water and fresh air, and provide economic benefits."

"Since 1995, SFI program participants have contributed more than \$885 million toward forest management research," Abusow said. "This new Leadership in Conservation Research Award gives us an opportunity to recognize the companies and agencies that have done so much to protect the environment and advance forestry practices."

The Birds as Bioindicators of Biodiversity Study was selected for its strong collaborative partnerships and because its impact will go well beyond lands managed by UPM, allowing other forest managers to use the latest in up-to-date science to guide their forest management activities and ensure they best meet the needs of indicator species.

The SFI program is one of the largest sustainable forestry certification programs in the world. There are more than 143.7 million acres (58.1 million hectares) certified to the comprehensive SFI Standard across North America, and the SFI labeling program can attest to the fact that the fiber in a product is from a well-managed source. The SFI Standard is based on principles and measures that promote sustainability including measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests of exceptional conservation value.

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Editors: Background information attached. Photos of study birds available.



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Notes for Editors:

SFI Inc. is a 501c(3) non-profit organization and is solely responsible for maintaining, overseeing and improving the Sustainable Forestry Initiative program. SFI Inc. directs all elements of the Sustainable Forestry Initiative program including the SFI Standard, chain-of-custody certification, labeling and marketing. SFI Inc. is overseen by a three-chamber Board of Directors representing social, environmental and economic sectors. For more information about the SFI program, visit www.sfiprogram.org

UPM is one of the world's leading forest products groups. The Group's sales in 2006 were EUR 10 billion, and it has about 28,700 employees. UPM's main products include printing papers, converting materials and wood products. The company has production plants in 15 countries and its main market areas are Europe and North America. UPM's shares are listed on the Helsinki stock exchange. UPM has a global forestry and wood sourcing organization to secure wood supply to its different mills as well as to manage company forests. The company owns and manages forestry land in Canada, Finland, Russia, the U.K. and the U.S.. Further information is available on the company's website at www.upm-kymmene.com.

Time Inc., a Time Warner company, is one of the largest content companies in the world. With 125 magazines, it is the largest magazine publisher in the U.S. and U.K. Each month, one out of every two American adults reads a Time Inc. magazine, and one out of every seven, who are online, visits a company website (more than 24 million unique visitors). Time Inc.'s popular brands and successful franchises extend to online, television, cable VOD, satellite radio, mobile devices, events and branded products.

The Université de Moncton (U de M) is a French-language university in Moncton, New Brunswick, serving the Acadian community of Atlantic Canada. Founded in 1963, the modern U de M is an amalgamation of six colleges, including the Collège Saint-Joseph (founded at Memramcook in 1864), the Collège du Sacré-Coeur de Bathurst, and the Collège Saint-Louis d'Edmundston. It has campuses in Edmundston and Shippagan in addition to the primary campus in Moncton. The main campus at Moncton has eight faculties: Administration, Arts and Social Sciences, Education, Engineering, Graduate Studies, Health Sciences and Community Services, Law and Sciences.

The New Brunswick Department of Natural Resources (DNR) is responsible for managing 3.3 million hectares of public land in the best interest of all New Brunswick residents. New Brunswick's public forest is divided into 10 timber licenses. Each license is leased to a large forest-based company (called a licensee) under a 25-year agreement. Licensee performance is monitored regularly and evaluated every five years. Licensees manage public forest following the goals, objectives and standards as described in the documents; **“The New Brunswick Public Forest: Our Shared Future”** and **“Objectives and Standards for the New Brunswick Crown Forest for the 2007-2012 Period”**

<http://www.gnb.ca/0078/publications/Forest-e.asp> (English) or <http://www.gnb.ca/0078/publications/Forest-f.asp> (French)



Bird Studies Canada (BSC) is recognized nation-wide as a leading and respected not-for-profit conservation organization dedicated to advancing the understanding, appreciation and conservation of wild birds and their habitats, in Canada and elsewhere, through studies that engage the skills, enthusiasm and support of its members, volunteers, staff and the interested public.

The Nature Conservancy of Canada (NCC) protects areas of biological diversity for their intrinsic value and for the benefit of future generations. An innovative, creative and scientific organization, NCC takes a business-like approach in securing ecologically significant natural areas through purchases, donations, conservation agreements and other mechanisms, and in achieving long-term stewardship of sites through management plans and monitoring arrangements. NCC is the leader in conservation of Canada's natural heritage.