



PRESS RELEASE

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BROWN PRINTING SHOWS ENVIRONMENTAL LEADERSHIP WITH SFI CHAIN-OF-CUSTODY CERTIFICATION

Waseca, MN – As a part of a broad commitment to the corporate social responsibility, Brown Printing Company announced today that it has achieved chain-of-custody certification to the Sustainable Forestry Initiative® (SFI Inc.) across all three of its printing facilities.

“At Brown Printing Company we have a strong commitment to the environment, and so do our customers,” said Jill Tobin, Director of Marketing & Strategy. “SFI® chain of custody certification plays a critical role in our environmental policy, and empowers our customers to make an educated environmental choice about the products they use.”

With over 152 million acres (62 million hectares) certified across North America, the SFI sustainable forestry certification program is one of the largest in the world, with a standard based on principles and measures that promote responsible environmental behavior and sound forest management including measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests of exceptional conservation value. Chain-of-custody certification means a company has a tracking system in place that identifies the amount of certified, uncertified and recycled content in the forest products it buys, uses or sells.

By achieving SFI certification, Brown Printing joins a growing community of companies, land-owners, and social and environmental organizations all committed to improving forest practices on a global scale.

“Demand for products from well-managed forests is increasing worldwide and with today’s announcement, Brown Printing joins a growing number of companies that are demonstrating their environmental commitment through certification to the SFI program,” said SFI Inc. President and CEO Kathy Abusow. “At a time when just 10 per cent of the world’s forests are independently certified, Brown Printing has taken a leadership role by supporting global efforts to improve forest practices.”

“Chain of custody certification means we will be able to service the increasing market demand for environmentally-friendly products which is good for our business and good for our forests,” said Tobin.

About Brown Printing Company

Brown Printing Company proudly serves America’s premier magazine publishers and catalogers with premedia, printing, distribution and value-added services. Founded in 1957, Brown is a proven industry leader printing more than 900 titles for over 450 clients.

A Bertelsmann/Gruner + Jahr owned company, Brown’s proven stability, world class quality, state of the art technology and superior customer service make Brown Printing the right partner for your printing needs.

For more information, please visit Brown Printing Company’s web site at www.bpc.com.

About SFI Inc.

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, fiber sourcing requirements, 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

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