



FOR IMMEDIATE RELEASE
Sept. 24, 2009

Contact: Karen Brandt, VP, Market Affairs
250 710-9672

**IRVING CONSUMER PRODUCTS
EARNS SFI PRESIDENT'S AWARD**

NASHVILLE, Tenn. – Irving Consumer Products was recognized today by Sustainable Forestry Initiative® Inc. (SFI®) for its enthusiastic and creative support of forest certification, and a partnership with Tree Canada that resulted in thousands of trees being planted across Canada.

“Irving Consumer Products has created an interactive website and communication materials to tell buyers its products are backed by SFI fibre sourcing requirements, which means they come from a responsible source,” said Kathy Abusow, president and CEO of SFI Inc., who presented Jim Schedler, vice president of marketing for Irving Consumer Products, with the SFI President’s award.

Irving Consumer Products has developed a website www.majesta.com for its Majesta brand of products, which includes information about the many ways the company supports responsible forest management, fun facts about forests and trees, and discovery tree-related games. The company also promotes its involvement with the SFI program through on-product labels and at trade shows.

This year, Majesta teamed up with non-profit Tree Canada to create an urban reforestation program called Trees By The Shore through which 37,500 native trees were planted along shorelines in 25 Canadian communities with the help of school children, Girl Guides, Scouts and local conservation groups. Irving Consumer Products also is partnering with Tree Canada to distribute a teaching curriculum for Grades 1 through 12 to schools across Canada called Focus on Forests.

“J.D. Irving Ltd. has been managing forests sustainably for over 50 years, and our involvement with the SFI program is a great way for Irving Consumer Products to show customers it cares about the forest lands that are so important to us all in so many ways,” said Robert K. Irving, president of Irving Consumer Products. The company currently meets SFI fibre sourcing requirements, and is seeking SFI chain-of-custody certification.

- more -



...2/2

The independent SFI certification program is among the largest in the world, with more than 70 million hectares (175 million acres) of certified lands across North America, and its unique fibre sourcing requirements promote responsible forest management on all suppliers' lands, including lands that are not certified. J.D. Irving Ltd. has certified all of the land it owns or manages – a total of 2.4 million hectares (more than six million acres) – to the SFI forest standard.

-30-

About SFI Inc.

SFI Inc. is a 501c(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the Sustainable Forestry Initiative program (www.sfiprogram.org), which is internationally recognized and among the largest in the world. It is one of the fastest-growing forest certification programs with more than 70 million hectares (175 million acres) of SFI-certified forests across North America. The SFI Standard also includes unique fibre sourcing requirements that promote responsible forest management on all suppliers' lands and a chain-of-custody certification, which is used to tell buyers how much certified fibre is in a specific product. The SFI forest standard is endorsed by the Programme for the Endorsement of Forest Certification, a global umbrella organization that has strict requirements for endorsement. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally.

About Irving Tissue

Irving Tissue, a division of Irving Consumer Products, is one of North America's leading manufacturers of household paper products, including Majesta and Royale brands and Scotties in the United States. With a head office based in Moncton, New Brunswick, Irving Consumer Products is one of the enterprises of the J.D. Irving Limited, a diverse family-owned company with operations in Canada and the United States. J.D. Irving Limited is a North American leader regarding reforestation, and since 1957 has planted more than 800 million trees on lands it owns or manages.