



FOR IMMEDIATE RELEASE
Sept. 24, 2009

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LAWRENCE A. SELZER RECEIVES DR. SHARON HAINES MEMORIAL AWARD

NASHVILLE, Tenn. – Lawrence (Larry) A. Selzer, president and CEO of The Conservation Fund, has won the Dr. Sharon Haines Memorial Award for Innovation and Leadership in Sustainability for his leadership in bringing together diverse groups to promote responsible forest management.

The award, created by the non-profit Sustainable Forestry Initiative® (SFI®) Inc. and International Paper, honors Dr. Sharon Haines, who was International Paper's first director of the Office of Sustainability when she died in 2007.

“Like a giant redwood, Sharon towered above the rest of us working in the sustainable forestry arena,” Selzer said after receiving the award today at the SFI annual conference. “She was there in the beginning, she was there in the trenches, and she was there to see sustainable forestry spreading across the land. She was smart, funny, headstrong – and once she got rolling, there was no stopping her. To be recognized in this way, as the first recipient of the Dr. Sharon Haines Memorial Award, is for me an honor beyond words. She was my colleague, my hero, and my friend.”

“Sharon Haines was a true leader who inspired us, and challenged us,” said John Faraci, chairman and CEO of International Paper. “Like Sharon, Larry Selzer is committed to sustainability and forest stewardship, and knows how important it is to draw together environmental and economic priorities for the benefit of the forests and the communities they sustain.”

Selzer has led The Conservation Fund since 2001. Since it was created in 1985, The Fund and its partners have protected more than six million acres (2.4 million hectares) of irreplaceable wildlife habitat, watersheds and waterways, working landscapes, historic sites and recreation areas across the United States. Its non-advocacy, non-membership approach has earned it recognition as the top-rated environmental non-profit in the United States. Selzer is a member of the SFI Inc. board of directors. He was involved in the early development of the SFI program, and was the first chair of the board from its environmental chamber.

“Larry is a wonderful choice to receive the Dr. Sharon Haines Memorial Award,” said Kathy Abusow, president and CEO of SFI Inc. “I can't think of a better first recipient to reflect her legacy – he is an excellent example of an individual with the ability to bring diverse stakeholders together to achieve common conservation priorities.”

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The Dr. Sharon Haines memorial award is open to teams or individuals from either an SFI program participant or a close partner who demonstrate exemplary work in developing, implementing and promoting sustainability in their organization, working collaboratively with external stakeholders, leading by example, and/or broadening the understanding of sustainable forestry concepts and achievements.

The independent SFI certification program is among the largest in the world, with more than 175 million acres (70 million hectares) of certified lands across North America. International Paper, a global paper and packaging company, has a sustainable approach to business that balances environmental, social and economic needs.

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Editors: Please note that background information about Dr. Sharon Haines and Larry Selzer is attached.

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 175 million acres (70 million hectares) of SFI-certified forests across North America. The SFI Standard also includes unique fiber 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 fiber 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 International Paper

International Paper 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. International Paper's passion and commitment is to deliver the products customers want while ensuring responsible stewardship of natural resources today and for generations to come. For more than 110 years, International Paper has been one of the most environmentally responsible companies in the world, with a sustainable approach to business that balances environmental, social and economic needs.

BACKGROUNDER: DR. SHARON G. HAINES

Dr. Sharon G. Haines, who died on Aug. 10, 2007, was the first director of International Paper's Office of Sustainability.

A 30-year employee of International Paper, her numerous successes included developing many of the company's innovative partnerships with conservation groups, leading the development of its sustainable forestry programs, championing projects to protect endangered species across company land, helping to establish sustainable forestry policy issues at the national and international levels, and mentoring colleagues to help them excel professionally.

She championed projects such as the creation of a habitat conservation plan and mitigation bank for the endangered red-cockaded woodpecker on International Paper forestland in Georgia, the reintroduction of the boulder darter to the Tennessee River system, and the 257,000-acre (104,000-hectare) Adirondack Park conservation easement, which constituted the largest conservation project ever undertaken in New York and provided open-space protection in perpetuity and expanded recreational opportunities amid working forests.

Dr. Haines was selected as a Fellow of the Society of American Foresters and received an American Forest & Paper Association 2005 Conservation Award. She was a member of the National Commission on the Science of Sustainable Forestry and worked with the World Business Council for Sustainable Development. She managed the Biodiversity Conservation on Private Lands project under the George H.W. Bush Presidential Commission on Environmental Quality and was a member of the Forests Dialogue – a cross-section of industry, environmental and social organizations established to identify solutions to complex environmental issues.

BACKGROUNDER: LARRY A. SELZER

Larry Selzer is president and CEO of The Conservation Fund (www.conservationfund.org), a top-ranked environmental nonprofit based in Arlington, Va. The Conservation Fund is dedicated to protecting America's land and water legacy. Working in communities nationwide, the Fund acquires land, finances conservation and trains leaders. Since 1985, the Fund and its partners have protected more than six million acres (2.4 million hectares) of wild havens, working lands, vibrant community places, historic sites and more.

Selzer took the helm of the Fund in 2001, after rising through the ranks of its sustainable programs. His interest in conservation traces back to his early career, when he conducted ocean research in Woods Hole, Massachusetts. Combining that passion with a keen interest in business, Selzer, who holds an MBA from the University of Virginia, continues expanding the Fund's impact, using market strategies to help American communities prosper both environmentally and economically. The Fund is widely considered the nation's most efficient and effective conservation organization, with low fundraising costs and exceptionally high program allocation.

Selzer serves on the boards of the American Bird Conservancy, The Outdoor Foundation, Sustainable Forestry Initiative Inc. and the Wildlife Habitat Council.