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SFI CELEBRATES COLLABORATION AND GROWTH IN SUSTAINABLE FOREST MANAGEMENT

Arlington, VA April 22, 2008 – The Sustainable Forestry Initiative® (SFI®) program marks Earth Day by celebrating the growth of the SFI community and honoring the growing commitment to responsible forest management demonstrated every day by SFI certified companies across the forest products supply chain.

“Every day at SFI, we see the supply chain working together to promote sustainable forest management and consumers are doing their part too by asking for SFI certified products” said SFI President and CEO Kathy Abusow. “From packaging, to reams of paper or wood to build a deck, consumers can use their buying power to reward the companies who have spent millions on forest research and are committed to improving forest practices on a global scale.”

The SFI forest management standard is 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. In turn products from these forests can be certified, providing an assurance that products come from well-managed forests and legal sources. The SFI label, much like the recycling symbol, provides a visual cue to the marketplace.

“ I am encouraged to see such strong uptake in the global marketplace for SFI certification and am heartened to see the level of collaboration and commitment among different stakeholders from all walks of life, be it environmental groups, the academic community or forest companies,” said Larry Selzer, President and CEO of the Conservation Fund. “These groups are working together to find real, tangible solutions to some of the most pressing environmental issues, while at the same time providing the market place with the products they need day to day.”

As of spring 2008, there are over 152 million acres of forest land independently certified to the SFI forest management standard across North America, up from 135 million at the end of 2007, and over 170 chain-of-custody certifications at 511 locations - a 700% increase in one year. This makes SFI one of the largest forest certification programs in the world, translating into a reliable supply of forest products from well managed forests.

“Earth Day is about people in sustainable communities on a sustainable planet. And the heart of SFI is about those people working together - from partnering with Habitat to Humanity to building partnerships to address global issues like illegal logging and to forming alliances on research that will lead to improvements in forest management – these are all examples of how the SFI community is working together to do our part for the environment,” said Abusow.



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. SFI and its 225 program participants work with others to promote responsible forest management, to ensure that the standard reflects the latest science and emerging values and to provide the market place for forest products that are a sound environmental choice. For more information about the SFI program, visit www.sfiprogram.org