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News Release

For Immediate Release

Curtis Packaging becomes SFI (Sustainable Forestry Initiative) certified

(Sandy Hook, CT, October 8, 2008) – Curtis Packaging, in an effort to continue its commitment to bring sustainable packaging solutions to its customers, announced that it is now SFI (Sustainable Forestry Initiative) certified.

The SFI (Sustainable Forestry Initiative) is a fully independent organization that promotes 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.

“Paperboard is our most important raw material. As a socially responsible corporate citizen, we always strive to source our materials from sustainably-managed forests. Becoming SFI certified is another great opportunity to empower our customers to make an educated environmental choice about their paperboard packaging,” said Don Droppo, Jr., Curtis’s Senior Vice President Sales & Marketing.

“Demand for products from well-managed forests is increasing worldwide; and with today’s announcement, Curtis Packaging 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.

Becoming an SFI-certified packaging company is the latest step in Curtis’s green journey. The company’s proactive environmental accomplishments include using 100% wind power for all of its energy needs and being 100% carbon neutral.

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About Curtis

Curtis Packaging was founded in Sandy Hook, CT in 1845 and is a state-of-the-art designer and manufacturer of custom folding cartons. The organization is one of the first printing and packaging companies in North America to be: Forest Stewardship Council (FSC) certified, use 100% renewable energy, and to be 100% Carbon Neutral. To expand the company’s role in environmental leadership, Curtis has also joined the Sustainable Packaging Coalition, which advocates the use of materials and systems that promote economic and environmental health. The company also offers a range of coatings including: Pearlescent, Iridescent, Dispersion Metallics, and proprietary products such as CurtCHROME®,

CurtCRYSTAL™, CurtCOAT™, and InvisibleDOT™. Curtis provides packaging and printing services to industries throughout the United States, including but not limited to: Consumer Packaged Goods, Cosmetics, Health & Beauty Aids, Natural/Organic products, Liquor, Gourmet Confectionery, Pharmaceuticals and Software Packaging. Curtis Packaging is a member of Global PrestigePack™ an international alliance that provides luxury packaging solutions in North America, Europe and Asia.

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For more information please go to www.curtispackaging.com

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), a sustainable forestry certification program that is internationally recognized and among the largest in the world. Across North America, 152.6 million acres (61.7 million hectares) are certified to the SFI 2005-2009 Standard, which is based on principles and measures that promote sustainability, including measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value. The SFI Standard includes unique fiber sourcing requirements that promote responsible forest management on all suppliers' lands. SFI Inc. also has chain-of-custody certification, which is used to tell buyers how much certified fiber is in a specific product. For more information about the SFI program, visit www.sfiprogram.org