



SUSTAINABLE FORESTRY INITIATIVE

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QUEBECOR WORLD ACHIEVES SFI CHAIN-OF-CUSTODY CERTIFICATION

Arlington, VA January 15, 2008 – Quebecor World Inc., one of North America’s largest printers, has achieved certification to the Sustainable Forestry Initiative® (SFI®) program for all 54 of its North American printing locations.

“SFI chain-of-custody certification demonstrates Quebecor World’s commitment to the environment,” said SFI Inc. President and CEO Kathy Abusow. “It tells customers around the world that Quebecor can track and supply certified paper products.”

The SFI program is one of the largest sustainable forestry certification programs in the world. There are more than 143.7 million acres (58.1 million hectares) certified to the comprehensive SFI standard across North America, and the SFI labeling program can attest to the fact that the fiber in a product is from a well-managed source. The SFI standard is based on principles and measures that promote sustainability including measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests of exceptional conservation value.

“There has never been a time when it was more important to combine economic growth with sustainable development,” said Jacques Mallette, President and CEO, Quebecor World. “SFI chain-of-custody certification means our customers can state that their products come from legal and sustainable sources.”

“By asking for SFI-certified products, consumers can reward companies like Quebecor World for their environmental leadership,” Abusow said. “At a time when just 10 per cent of the world’s forests are independently certified, this is a simple and effective way to strengthen the supply chain and improve forest management on a global scale.”

Abusow said the rapid growth of the SFI program shows that companies appreciate it is good for business and good for forests. The program ended 2007 with 102 SFI chain-of-custody certifications at 408 certified locations – up from 21 certificates at 48 locations at the start of 2007. The amount of SFI-certified lands also rose substantially during 2007 – to 143.7 million acres (58.1 million hectares) from 135 million acres (54.6 million hectares).

Other companies that recently certified their operations to the SFI chain-of-custody standard include EarthColor, Smith-Litho, xpedx, Graphic Communications and RR Donnelly's plant in Chamblee, GA.

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Quebecor World Inc. has about 28,000 employees in more than 115 printing and related facilities around the world. It provides marketing and advertising solutions, as well as complete, full-service print solutions for publishers. The company produces advertising inserts and circulars, catalogues, direct mail products, magazines, books, directories, digital premedia, logistics, mail list technologies and other value-added services.

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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, 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