



To: Employees with sustainable forestry responsibilities

From: David Williams, Vice President of Operations

Date: March 31, 2009

Subject: Commitment to Sustainable Forestry and the Forest Stewardship Council Standards

As part of our commitment to the goals of our Operational Excellence platform, Appleton will implement and achieve the Forest Stewardship Council (FSC) chain of custody and controlled wood standards. The attached Sustainable Forestry Policy commits our company to comply with the FSC standards, the principles of sustainable forestry, and relevant legal and regulatory requirements.

Since you are among the team of employees whose job responsibilities will help us achieve these standards, please review them carefully and provide input and suggestions as to how we can best implement and sustain our sustainable forestry policy and achieve the FSC standards. I also encourage you to discuss the policy and standards with your colleagues to generate additional ideas and feedback.

Please direct comments, questions or suggestions about our company's sustainable forestry policy and FSC standards to me or our Director of Procurement.



Sustainable Forestry Policy Appleton Papers Inc.

Appleton Papers is committed to implementing the Forest Stewardship Council (FSC) Standards addressing chain of custody (FSC-STD-40-004 V2.0), controlled wood (FSC-STD-40-005 V2.1), and on-product labeling (FSC-STD-40-201 V2.0) for its three paper manufacturing facilities in Wisconsin, Ohio and Pennsylvania.

Appleton implements best reasonable efforts to avoid trading in wood or wood fiber that is: a) illegally harvested, b) harvested in violation of traditional and civil rights, c) harvested where global conservation priorities are threatened, d) harvested in forests being converted to plantations or non-forest uses, and e) from forests in which genetically modified trees are planted.

Appleton's policy is to implement and achieve the Principles of Sustainable Forest Management by promoting: sustainable forestry, responsible practices, regeneration of the forest and maintaining productive capacity, protection and maintenance of long-term forest and soil productivity, protection of water resources, protection of special sites and biological diversity, compliance with legal requirements, and continual improvement of forest practices.

Appleton is committed to comply with applicable federal, state and local laws and regulations.

To help implement and achieve the above FSC Sustainable Forestry Standards, Appleton has developed and adopted appropriate manuals and procedures to guide its wood and fiber procurement and labeling activities. The company is also committed to periodically review the effectiveness of its FSC Policy and programs to continually improve performance.