



Appleton to Release First Quarter 2005 Financial Results

(Appleton, Wis., May 3, 2005) Appleton will release its first quarter 2005 financial results after market close on May 9, 2005. Doug Buth, chairman, and Dale Parker, chief financial officer, will host a teleconference to discuss those results with the investment community on May 10, at 2:00 p.m. ET.

The call will be broadcast live over the Internet. Interested parties may connect to www.appletonideas.com/investors on the Appleton Web site to access the conference link. The call will be archived on the Web through the end of May.

A playback of the teleconference will also be available from approximately 4:00 p.m. ET, May 10 through May 31. To access the playback, please dial 800-642-1687 and use the access code 5537761.

About Appleton

Appleton uses ideas that make a difference to create product solutions through its development and use of coating formulations and applications, encapsulation technology, and specialized and secure print services. The Company produces carbonless, thermal, security, and performance packaging products. Appleton is headquartered in Appleton, Wisconsin, and has manufacturing operations in Wisconsin, Ohio, Pennsylvania, Massachusetts and the United Kingdom, employs approximately 3,400 people, and is 100 percent employee-owned. For more information visit www.appletonideas.com

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