



Appleton raises prices of its carbonless, thermal products, security products sold to international markets

(Appleton, Wis., January 29, 2010) Appleton announced today that it has notified its international customers that the company will raise prices 7% for carbonless roll and sheet products, direct thermal products and related film products, and security products sold to international markets. The increase is effective March 29, 2010. The company said the increase is needed to offset a portion of the escalation in raw materials, energy and transportation costs.

About Appleton

Appleton creates product solutions through its development and use of coating formulations and applications and encapsulation technology. Appleton produces carbonless, thermal, security and performance packaging products. Appleton, headquartered in Appleton, Wisconsin, has manufacturing operations in Wisconsin, Ohio, Pennsylvania, and Massachusetts, employs approximately 2,100 people and is 100 percent employee owned. For more information visit www.appletonideas.com

Media Contact: Bill Van Den Brandt
 Manager, Corporate Communications
 920-991-8613
 bvandenbrandt@appletonideas.com