



Appleton Papers Inc. Announces Amendment to Consent Solicitation with Respect to its Senior Notes and its Senior Subordinated Notes

(Appleton, Wis., June 12, 2006) Appleton Papers Inc. today announced that it is increasing the consent payment of its previously announced consent solicitation with respect to its 8.125% Senior Notes due 2011 and its 9.75% Senior Subordinated Notes due 2014. Appleton is now offering to increase the cash payment from \$17.50 to \$25.00 per \$1,000 principal amount of notes held as of May 25, 2006, for which consents have been received prior to the expiration date and not validly revoked. As previously announced, the expiration date of the consent solicitation has been extended to 11:59 p.m., New York City time, on June 12, 2006. Except as described above, all terms and conditions of the consent solicitation remain unchanged and in full force and effect.

This press release is neither a solicitation of consents, an offer to purchase the notes nor a solicitation of an offer to sell securities. The consent solicitation is being made solely by the Consent Solicitation Statement dated May 26, 2006, as supplemented by the Supplement to Consent Solicitation Statement dated June 6, 2006.

Additional information concerning the terms and conditions of the consent solicitation and copies of the Consent Solicitation Statement, the Supplement to the Consent Solicitation Statement and related documents may be obtained from Global Bondholders Services Corporation, acting as information agent, at 65 Broadway – Suite 723, New York, New York, 10006, at telephone numbers (212) 430-3774 (banks and brokers) and toll free (866) 952-2200. Questions regarding the consent solicitation may be directed to UBS Securities LLC, attn: Liability Management Group at (203) 719-4210 or toll free at (888) 722-9555 ext. 4210.

About Appleton

Appleton uses ideas that make a difference to create product solutions through its development and use of coating formulations and applications as well as encapsulation, security, printing and packaging technologies. The Company produces carbonless, thermal, security, and performance packaging products and provides secure and specialized print services. Appleton is headquartered in Appleton, Wisconsin, and has manufacturing operations in Wisconsin, Ohio, Pennsylvania, Massachusetts and the United Kingdom, employs approximately 3,300 people, and is 100 percent employee-owned. For more information visit www.appletonideas.com

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