



Appleton to Release First Quarter 2004 Financial Results

(Appleton, Wis., May 10, 2004) Appleton will release its first quarter 2004 financial results after market close on May 11, 2004. Chief executive officer, Doug Buth, and chief financial officer, Dale Parker, will host a teleconference to discuss those results with the investment community on Wednesday, May 12, at 11:00 a.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 for 10 days.

A playback of the teleconference will also be available from approximately 1:00 p.m. ET, May 12 through May 22. To access the playback, please dial 800-642-1687 and use the access code 1057174.

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, inkjet and performance packaging products. Appleton is headquartered in Appleton, Wisconsin, and has manufacturing operations in Wisconsin, Ohio, Pennsylvania, and the United Kingdom, employs approximately 3,300 people, and is 100 percent ESOP-owned. For more information visit www.appletonideas.com

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