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PRESS RELEASE

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MWV's Patent Allowed by US Patent Office

Packaging Leader's NoC[®] Dip Tube Receives USPTO Approval

Richmond, VA (December 30, 2009)—MeadWestvaco Corp. (NYSE: [MWV](http://www.mwv.com)) today announced receipt of a Notice of Allowance from the U.S. Patent and Trademark Office on a patent application for fragrance products and dispenser assemblies incorporating its NoC[®] dip tubes. A U.S. Patent is expected to issue from the Notice of Allowance in 2010. Related patent applications are pending in the U.S. and other countries.

"We are excited to be moving forward with these patents for NoC[®] dip tubes," said Sandy Gregory, MWV fragrance marketing director. "The Notice of Allowance by the USPTO acknowledges MWV's innovation of the NoC[®] dip tube and substantiates the recognition in the market by brand owners of the value and the aesthetic benefits of invisible dip tubes."

MWV's NoC[®] dip tube was the world's first invisible dip tube to use innovative light-refracting technology to make the NoC[®] dip tube virtually invisible in a fragrance. Together with MWV's Melodie[®] dispenser, the NoC[®] invisible dip tube offers a high-tech, discrete, and miniature dispensing solution to the fragrance package. NoC[®] has won numerous awards including Silver in the Best Component category of the 48th Starpack Awards and was among the finalists in the Technological Breakthrough category at the 2007 Fifi Awards. NoC[®] dip tubes are manufactured in both Europe and North America to support international product introductions.



MWV's NoC[®] dip tube uses innovative light-refracting technology to make the NoC[®] dip tube virtually invisible in a fragrance. Shown here with MWV's Melodie[®] dispenser.

About MWV

MeadWestvaco Corporation (NYSE: MWV), provides packaging solutions to many of the world's most-admired brands in the healthcare, beauty and personal care, food, beverage, media and entertainment, home and garden, tobacco, and commercial print industries. The company's businesses also include Consumer & Office Products, Specialty Chemicals, and the Community Development and Land Management Group, which sustainably manages the company's land holdings to support its operations, and to provide for conservation, recreation and development opportunities. With 20,000 employees worldwide, MWV operates in 30 countries and serves customers in more than 100 nations. MWV manages all of its forestlands in accordance with internationally recognized forest certification standards, and has been named to the Dow Jones Sustainability World Index for the sixth consecutive year. For more information, please visit www.mwv.com.

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