



MeadWestvaco Corporation
 Global Headquarters
 501 South 5th Street
 Richmond, VA 23219-0501

+1 804.444.7925 T
www.mwv.com

PRESS RELEASE

Media Contact	Investor Relations
Yokima Cureton tel: +1 804-444-2732 mediainquiries@mwv.com	Jason Thompson tel: +1 804-444-2556

Kodak Adopts MWV’s Sustainable and Secure Natralock® Packaging Solution

RICHMOND, Virginia (January 7, 2010) — MeadWestvaco’s (NYSE: MWV) secure, sustainable Natralock® packaging solution, a paperboard-based alternative to plastic clamshells, has been selected by Eastman Kodak, the world’s leading imaging innovator, as the package of choice for its Kodak C-182 digital camera. This Kodak product will now be featured in the more environment and consumer-friendly package and can be found at Target and Best Buy.

“Eastman Kodak continues to set new standards in sustainability; ensuring we are maximizing the packaging for our products and the impact it has on the end consumer,” said Donna Cirella, Digital Capture & Devices, packaging manager, Eastman Kodak. “The Natralock solution from MWV offers in-store security without excessive packaging materials or compromising consumer friendliness. It is an excellent solution that supports our brand and the environment.”



Natralock uses up to 60% less plastic than traditional clamshell packaging without sacrificing security or durability.

Natralock is made from sustainably sourced paperboard with a clear plastic APET or RPET bubble. Natralock uses 60 percent less plastic on average than petroleum-based PVC clamshells and uses about 65 percent less energy in production. Natralock also prevents the “wrap rage” commonly associated with opening clamshell packaging, as it can easily be opened with scissors, leaving a smooth, safe edge.

“We are proud to offer Kodak the Natralock packaging solution to protect their products and promote the brand,” said Jeff Kellogg, vice president of MWV’s Natralock packaging business. “Kodak’s brand is based on superior imaging, so in addition to anti-theft characteristics, they required a package that would showcase their sharp, stunning images. Our proprietary combination of world-class paperboard combined with minimal plastic help enable Kodak to showcase what matters most: their products, imaging capabilities and dedication to sustainability.”

Natralock is slimmer and 29 percent lighter weight than clamshells, which reduces warehousing space needs and transportation and shipping costs. In production, Natralock seals up to 60 percent faster on average than clamshells, and it can be run through most existing sealing machinery, making the transition from clamshells quick, easy and inexpensive.



MeadWestvaco Corporation
Global Headquarters
501 South 5th Street
Richmond, VA 23219-0501

+1 804.444.7925 T
www.mwv.com

PRESS RELEASE

This product and more will be showcased at Kodak's booth (#31400) and MWV's booth (#30359) at the International CES 2010 located in the South Hall 3, of the Las Vegas Convention Center, and in Sustainable Planet section of the show (North Hall booth #4815).

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.

About Kodak

As the world's foremost imaging innovator, Kodak helps consumers, businesses, and creative professionals unleash the power of pictures and printing to enrich their lives.

To learn more, visit <http://www.kodak.com> and follow our blogs and more at <http://www.kodak.com/go/followus>.

More than 70 million people worldwide manage, share and create photo gifts online at KODAK Gallery -- join for free today at www.kodakgallery.com.

###