



MeadWestvaco Corporation  
Global Headquarters  
501 South 5<sup>th</sup> Street  
Richmond, VA 23219-0501

+1 804.444.7925 T  
[www.mwv.com](http://www.mwv.com)

## PRESS RELEASE

Media Contact	Investor Relations
Yokima Cureton tel: +1 804-444-2732 <a href="mailto:mediainquiries@mwv.com">mediainquiries@mwv.com</a>	Jason Thompson tel: +1 804-444-2556

### MWV's Crescendo Paperboard Solution Takes First in European Industry Competition

Packaging leader's Crescendo C1S Recognized in "Carton of the Year" at Pro Carton/ECMA Awards

VIENNA, AUSTRIA (January 11, 2010) — MeadWestvaco Corporation (NYSE: MWV) received top honors in the carton category by Pro Carton/ECMA, the Association of European Carton and Cardboard Manufacturers, at their annual awards ceremony held in Düsseldorf, Germany, on November 26, 2009. MWV's [Crescendo C1S](#) was the material of choice used in this year's best carton package for Le Chef<sup>®</sup> Chocolatier. This is Pro Carton's thirteenth year of recognizing primary packaging.



*This winning carton for Swiss chocolatier Goldkenn relied on the high brightness and smoothness of MWV's Crescendo<sup>®</sup> C1S paperboard to create the high quality, handmade look of a chef's hat.*

"We are pleased to have been a key partner in developing a highly sophisticated, innovative and demanding package," stated Virginia McLain, managing director of MWV GmbH. "We have served the European market for more than 50 years with our leading, highly engineered paperboard and are continuing to enhance our position as a key supplier to the European market."

Crescendo C1S features a unique fiber mix, giving it a quality feel and high stiffness that meets the packaging needs of a variety of industries from personal care to food. Double coating on the front side is complemented by a smooth, shade matched, uncoated side for consistent visual appeal.

#### 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](http://www.mwv.com).

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