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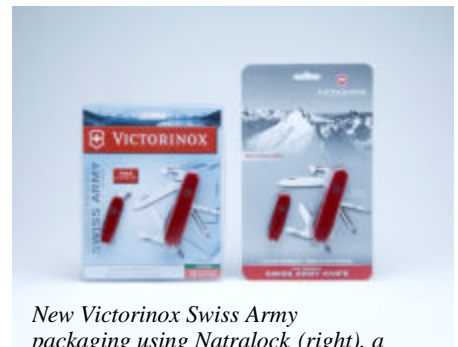
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PRESS RELEASE

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Victorinox Swiss Army Converts to MWV’s Sustainable and Secure Natralock® Packaging Solution

RICHMOND, Virginia (January 9, 2010) — MeadWestvaco’s (NYSE: MWV) secure, sustainable Natralock® packaging solution has been selected by Victorinox Swiss Army, Inc., creator of the Original Swiss Army Knife, as the package of choice for replacing plastic clamshells within its pocket knife and multi-tool categories in North America and Europe.



New Victorinox Swiss Army packaging using Natralock (right), a paperboard-based alternative to plastic clamshells.

“As a brand that just celebrated 125 years of iconic design and innovation, as well as a long heritage of environmental responsibility, we are proud to incorporate more sustainable packaging into our product line with Natralock,” said Victorinox Swiss Army, Inc. president, Rick Taggart. “Our collaboration with MWV has resulted in a better-designed, more responsible and consumer friendly package that we believe will help amplify the experience with the Victorinox Swiss Army brand.”

[Natralock](#) is a paperboard-based alternative to plastic clamshells. The proprietary technology behind Natralock creates a high-strength, tear-resistant package that can easily be opened with scissors, leaving a smooth, safe edge and preventing the “wrap rage” commonly associated with opening traditional plastic clamshell packaging. It uses 60 percent less plastic on average than petroleum-based PVC clamshells and uses about 65 percent less energy in production. It’s made from sustainably sourced paperboard with a clear plastic APET or RPET bubble.

“Victorinox Swiss Army is one of the most prestigious, well respected brands in the world,” said Jeff Kellogg, vice president of MWV’s Natralock packaging business. “Given MWV’s unique global capabilities, we are able to meet Victorinox Swiss Army’s needs on an international level throughout the supply chain. MWV also provided design and emotional rebranding strategy support to Victorinox Swiss Army to capture new select niche audiences. Our ability to maneuver in those markets allows us to control the production of our packaging, ensuring that the look and feel of the Victorinox Swiss Army products in Europe is consistent with its branding in the U.S.”

In production, Natralock can be run through most existing sealing machinery, making the transition from clamshells quick, easy and inexpensive.



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More information about Natralock will be available at 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). The Victorinox Swiss Army Natralock packaged products will be showcased at the upcoming [Shooting, Hunting, Outdoor Trade Show and Conference](#) (SHOT) January 19 – 22 and [The Outdoor Retailer Winter Market Show](#) January 21 – 24.

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 Victorinox Swiss Army

Victorinox Swiss Army, Inc., a wholly owned subsidiary of Victorinox, A.G., is the exclusive United States, Canadian and Caribbean marketer of VICTORINOX Swiss Army knives, and forged and stamped cutlery; VICTORINOX SWISS ARMY Timepieces, and VICTORINOX Fragrance. It sells apparel throughout the world under the VICTORINOX trademark and has flagship retail stores in New York, London, Tokyo and Geneva. Under license from Victorinox A.G., the Company sublicenses the VICTORINOX trademark and the famous Victorinox Cross and Shield to selected manufacturers and distributors of fine products including VICTORINOX TRAVEL GEAR. The company Web site is located at www.swissarmy.com. Victorinox Swiss Army, Inc. is based in Monroe, CT. "VICTORINOX", the famous Victorinox Cross and Shield, and "SWISS ARMY" are trademarks owned by Victorinox AG and its affiliates and are registered in many countries.

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