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PRESS RELEASE

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Survey Demonstrates that 84 Percent of UK Pharmacists Prefer Dispensing Preservative-Free Drugs

MWV Addresses this Preference with Recently Launched Preservative-Free Applications

RICHMOND, VA (February 23, 2010) – MeadWestvaco Corp. announced today results from an online survey of 100 pharmacists in the UK¹ regarding their preference for dispensing preservative-free nasal medications. The survey showed that 67 percent of UK pharmacists have a preference for dispensing a preservative-free drug. This percentage increased significantly to 84 percent after the benefits of preservative-free drugs were reviewed with these pharmacists.

MWV developed the [preservative-free nasal pump \(PFP N\)](#) to address demand for delivery systems that protect preservative-free drugs from contamination. Patients taking preservative-free (PF) medications have a reduced incidence of nasal irritation and sensitivity compared to patients taking medications that contain preservatives.² PFP N permits patients to benefit from preservative-free medications and their favourable side effect profiles.

The survey results were consistent with the responses of US physicians surveyed³ and demonstrated that UK pharmacists prefer preservative-free applications because they are trusted to cause fewer side effects and negative reactions. Pharmacists reported a lower incidence of nasal irritation and rebound as reasons for preferring preservative-free medications.

“The UK pharmacist survey results demonstrate that, given the option, preservative-free applications are overwhelmingly preferred by pharmacists,” said Julia Amadio, vice president Global Marketing, [MWV Healthcare](#). “These results show the pharmacists’ concern for consumer preferences for gentler products that cause less uncomfortable side effects. As such, the PFP Nasal primary component is the preferred choice for nasal sprays for both health care providers and patients.”

PFP N provides key benefits to patients, drug manufacturers and brand owners:

- Patients can count on a safe and reliable pump that delivers consumer-preferred and preservative-free products and formulations.
- Patients enjoy a gentler nasal experience with less irritation and stinging that can be caused by preservatives.
- PFP N ensures protection from contamination while providing confidence in preservative-free formulation protection.
- Patients can use preservative-free drugs in PFP N without worrying about the potential side effects caused by some preservatives and the related short- and long-term consequences, such as *rhinitis medicamentosa* (“rebound nasal congestion”).



MWV's preservative-free nasal pump (PFP N) ensures the drug is kept 100 percent germ-free after multiple uses.

MWV's [proprietary technology](#) enables the pump to deliver completely preservative-free formulations while providing shelf life similar to traditional formulations. The PFP N is a safe pump for any liquid formula, and its sealing technology – a mechanical system that protects formulas by sealing in five places – ensures the drug is kept 100 percent germ-free after multiple uses. Unlike other pumps, MWV's PFP N does not use a silver or metal coil for sterilisation. Silver and metal coils can have a negative interaction with the drug formula itself.

The PFP N are designed to deliver volumes ranging from 0.05 ml to 0.14 ml. MWV works with customers to ensure products are customised to meet specific needs, supported throughout the supply chain and that all regulatory and pharmaceutical standards are met.

MWV will display the PFP N and other packaging solutions for the healthcare industry at the Clinical Trial Supply Show in London February 23 and 24, 2010, at **Booth #45**.

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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References

1. UK Pharmacist Questionnaire. Conducted by MeadWestvaco Corporation. September 2009.
2. Merkus P, et al. Classification of cilio-inhibiting effects of nasal drugs. *Laryngoscope*. 2001;111(4):595-602.
3. US Physician Questionnaire. Conducted by MeadWestvaco Corporation. September 2009.