



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

+1 804.444.7925 T  
www.mwv.com

## PRESS RELEASE

Media Contact	Investor Relations
Kirby Kriz tel: +1 804-444-2719 <a href="mailto:mediainquiries@mwv.com">mediainquiries@mwv.com</a>	Jason Thompson tel: +1 804-444-2556

## MWV Showcases Seafood Packaging Solutions at European Seafood Exposition

### Packaging Can Impact Seafood Shoppers' Perceptions and Purchasing Decisions, New Research Shows

Richmond, Virginia (April 27, 2010)—MeadWestvaco Corp. (NYSE: MWV) announced today that it will showcase its newest line of high quality, moisture-resistant paperboard packaging solutions for frozen seafood at the European Seafood Exposition in Brussels, April 27-29.

"The needs of the frozen seafood industry are evolving, and we're developing packaging solutions to meet these needs," said Chris Moser, global marketing manager, MWV Food Packaging. "Over the past few years there has been an emphasis on sustainability in the harvesting of seafood, but little thought has been given to its packaging. Our paperboard solutions offer more sustainable options that are made from renewable and certified sustainably harvested resources. We are also on the cutting edge working with new biopolymer-based coatings to offer high performing, more environmentally conscious packaging alternatives for the seafood industry."

MWV offers a full range of paperboard solutions for primary and secondary frozen and chilled seafood packaging. MWV's packaging substrates deliver protection, performance and portability throughout a rigorous cold chain while promoting customers' brands to discerning consumers. Featured solutions include:

- Printkote® HMR: A solid bleached sulfate paperboard designed to look great on the retail shelf after enduring extremely wet conditions and multiple freeze-thaw cycles.
- Custom Kote® Shrimp Base: A high-performing, single sheet paperboard that offers exceptional strength and durability for seafood products like shrimp that are packaged, stacked and frozen at sea.
- Printkote® Ovenable: Designed to be heat resistant and has the ability to take the seafood from the freezer case right to the oven (conventional or microwave), while also offering the benefits of a unitized platform and a clean white printable surface.
- MWare molded tray: Consumer focus groups have favorably received MWV's new MWare paperboard tray for chilled seafood and ready-to-eat meals. The heat-resistant tray can be put in the oven directly, resulting in improved convenience for the consumer. MWare also stays cool to the touch and maintains its strength throughout the cooking process when compared to plastic alternatives.



*MWV's range of high quality paperboard packaging solutions for seafood is designed to withstand the rigors of freeze-thaw cycles in the cold chain.*

MWV will also be featuring consumer and market insights at the expo that illustrate the impact packaging can have on both consumers and frozen seafood manufacturers.

“As packaging is the first point of interaction with a shopper on the shelf, we feel it is essential for our customers to understand how packaging connects their brands to their consumers and how it can become a competitive advantage by impacting perceptions of a brand and ultimately buying decisions,” said Moser.

In the past year MWV commissioned a number of studies to determine both qualitative and quantitative data about consumer preferences and perceptions while shopping in the frozen foods aisle. MWV also completed research that compares how various paperboard-based substrates withstand damage due to rigors of shelving, transport and moisture on frozen food shelves in retail.

After inspecting more than 28,000 frozen food packages in 100 U.S. grocery stores, researchers found that Coated Natural Kraft (CNK) paperboard had the least incidence of damage on freezer shelves, compared to packaging made with other paperboard-based materials. They also found that packages that were crushed, damaged or opened were more likely to be left on the shelf – even if the product inside was intact.

MWV specializes in working with frozen food customers to create customized solutions that fit their needs. All MWV paperboards are compliant with a full range of rigorous, global food contact and safety standards including USFDA, ISEGA, CONEG, ASTM and RoHS.

MWV will be located at booth # 4-6309 at the European Seafood Exposition. More information on MWV’s frozen food packaging can be found at <http://www.mwv.com/seafood>.

#### **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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