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**VICTORINOX SWISS ARMY AND MWV RECEIVE 2010 SILVER AWARD
FROM NORTH AMERICAN RETAIL HARDWARE ASSOCIATION**

***Victorinox Classic SD Swiss Army Knife in MWV's Natralock Packaging
Grabs Prize in this Year's First Annual Packaging Competition***

Monroe, CT – May 5, 2010 – Today [Victorinox Swiss Army](#) (VSA) announced that its Classic SD Swiss Army Knife was awarded the 2010 Silver Award from the North American Retail Hardware Association's (NRHA) Packaging and Merchandising Program for its new [Natralock](#) packaging, packaged by [MeadWestvaco Corporation](#).

As an award-winning entry, the Victorinox Classic SD Swiss Army Knife will be showcased at this year's Packaging and Merchandising Awards Expo in Las Vegas. All of this year's winners will be announced at the first-annual Packaging and Merchandising Awards Ceremony on Wednesday, May 5 at 10:00 a.m. at the National Hardware Show. Entries were split into Packaging and Merchandising categories, with Gold, Silver and Honorable Mention awards in both categories. At the awards ceremony, NRHA will also present a "Best of Show" award for the top entry in both categories and honor one entry with the "Environmental Packaging of the Year" award for exceptional advancements in green packaging initiatives.

"We're thrilled that the packaging for our iconic Classic SD Swiss Army Knife has been awarded the Silver Award by the North American Retail Hardware Association's Packaging and Merchandising Program," said Victorinox Swiss Army President, Rick Taggart. "The Victorinox Classic SD Swiss Army Knife has a complete set of innovative functions that are practical for everyday life."

VSA partnered with MeadWestvaco Corporation (MWV) to package several products in the Victorinox Swiss Army Knife product assortment, including the Classic SD Swiss Army Knife, in a sustainable, innovative way. MWV Natralock packaging, a paperboard-based alternative to plastic clamshells, uses 70% less plastic on average than petroleum-based PVC and uses about 65% less energy in fulfillment. 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. In production, most existing sealing machinery can utilize Natralock more efficiently, making the transition from clamshells quick, easy and inexpensive.

"We are proud to have partnered with Victorinox Swiss Army in taking a leadership role in sustainability within the hardware industry," said Jeff Kellogg, vice president of MWV's Natralock packaging business. "Programs like the first annual NRHA Packaging and Merchandising Awards

validate the importance of innovative packaging designs that focus on customer appeal and create impact on the retail shelf.”

The Victorinox Classic SD Swiss Army Knife is a popular entry-level product in the Swiss Army Knife line and is suitable for those who want a tool that is compact, yet useful for everyday purposes. The Classic SD Swiss Army Knife measures 58 mm (2.28 inches) and comes with a lifetime guarantee against manufacturer’s defects. The Classic SD has seven functions: a small blade, scissors, nail file with screwdriver, toothpick, tweezers and key ring.

The NRHA Packing and Merchandising Awards Expo will be held this Tuesday, May 4 through Thursday, May 6 in the NRHA Village in Las Vegas. For more information about NRHA and the Packaging and Merchandising Awards, please visit www.nrha.org. For more information on Victorinox Swiss Army’s Classic SD knife, please visit www.swissarmy.com.

About Victorinox Swiss Army

Founded in 1884, Victorinox Swiss Army is *Your Companion for Life on the Road*. 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, forged and stamped cutlery, fragrances and LED lighting products; and VICTORINOX SWISS ARMY timepieces. 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.

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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