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**VICTORINOX SWISS ARMY AND MWV RECEIVE 2010 INNOVATION AWARD
FROM PAPERBOARD PACKAGING COUNCIL**

***Victorinox Swiss Army's Conversion to Natralock Sustainable Packaging
from MWV Secures Prize***

Monroe, CT – May 19, 2010 – Today [Victorinox Swiss Army](#) (VSA) announced that it has won the “2010 Excellence Award” and “2010 Excellence In Innovation Award” from the Paperboard Packaging Council (PPC) for its new [Natralock](#)® sustainable packaging provided by [MeadWestvaco Corporation](#) (MWV). Victorinox Swiss Army and MWV were chosen over 20 entries in the category.

This latest recognition follows closely the win of the Silver Award from the North American Retail Hardware Association's (NRHA) Packaging and Merchandising Program at this year's National Hardware Show.

The National Paperboard Packaging Competition, sponsored by the Paperboard Packaging Council, is now in its 67th year of honoring the very best in paperboard packaging recognizing excellence, innovation and sustainability. The innovation entries were evaluated on the converting of packaging, the package design and how well the structural design or other technical aspects of the package were executed at the converting plant. Entries were also judged on how well packaging utilized a unique application of materials, substrates, and technology, including functional characteristics of inks, laminations, coatings, and converting processes and techniques.

“We're thrilled that the packaging has been awarded the ‘Excellence in Innovation Award’ and ‘Excellence Award’ by the Paperboard Packaging Council,” said Victorinox Swiss Army, Inc. President, Rick Taggart. “Each of our Victorinox products includes innovative functions that are practical for everyday life, so it stands to reason that our packaging should be held to those same standards

VSA partnered with MWV to package several products in the Victorinox Swiss Army Knife product assortment 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.

"This recognition validates MWV's core belief in the value of innovative, sustainable and secure packaging solutions," said Jeff Kellogg, vice president of MWV's Natralock packaging business. "This is a testament to what can be achieved through a true collaborative partnership that focuses and addresses the need of the brand owner, retailer and end consumer. We are proud to be working with a leader like Victorinox Swiss Army."

For more information on Victorinox Swiss Army, please visit www.swissarmy.com. For more information on MWV's Natralock packaging solution, please visit www.natralock.com. For more information on the Paperboard Packaging Council (PPC) awards, visit www.ppcnet.org.

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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