



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

+1 804.444.7925 T  
[www.mwv.com](http://www.mwv.com)

## PRESS RELEASE

Media Contact	Investor Relations
Jennifer McMahon Tel: +1 804-444-7925 <a href="mailto:mediainquiries@mwv.com">mediainquiries@mwv.com</a>	Jason Thompson Tel: +1 804-444-2556

### U.S. Patent and Trademark Office Approves Patent for MWV Fragrance Dispensing System with NoC® Dip Tube

*Industry-first innovation creates the illusion of an invisible dip tube; helps fragrance brands create distinct visual appearances*

Richmond, VA (May 18, 2010)—MeadWestvaco Corp. (NYSE: [MWV](#)) today confirmed that the U.S. Patent and Trademark Office approved the company's patent application for a fragrance dispensing system using MWV's [NoC® dip tube](#) (patent number 7,718,132). The NoC is the world's first dip tube that appears virtually invisible, thanks to the inventive use of light-refracting technology.

"MWV's research<sup>1</sup> has proven that consumers identify a fragrance's packaging as the main reason for trying a scent, so brands looking to further their market share must take advantage of striking, visual packaging innovations – such as NoC® – to better stand out in today's competitive fragrance marketplace," said Sandy Gregory, MWV fragrance marketing director. "The patent application approval in the United States is a critical victory for MWV because it validates our efforts to produce significant innovations for our fragrance and cosmetics customers."

The patented fragrance dispensing system using MWV's NoC® dip tube offers brands complete freedom to design a premium fragrance package which allows the decoration and design features of the perfume bottles to take center stage in the consumer's eye. The elegant pairing of MWV's virtually invisible NoC dip tube and [Melodie® pump](#) allows the fragrance to stand out as a superior, prestige product. In addition to the clear aesthetic value that this fragrance dispensing system brings to luxury brands, the technology also helps to identify and prevent counterfeit fragrances in the marketplace.



*MWV's NoC fragrance dispensing system uses innovative light-refracting technology to make the dip tube virtually invisible in a fragrance. Shown here with MWV's Melodie® dispenser.*

[MWV Beauty & Personal Care](#) will showcase sample fragrance dispensers featuring the NoC® technology on-site at Luxe Pack New York, occurring May 19-20 at the Altman Building and Metropolitan Pavilion; MWV's booth is number E15. Specifically, MWV will highlight the patented system's use in several prestige fragrances including The Beat by Burberry; Féerie by Van Cleef and Arpels; Parfums Intimate by Victoria's Secret; Zaad by O'Boticario; and Bright Crystal by Versace.

The patent approval comes just five months after MWV received a Notice of Allowance from the U.S. Patent and Trademark Office on the patent application. Related patent applications are pending in the U.S. and other countries.

The fragrance dispensing system using the NoC dip tube was introduced by MWV in 2006 and is manufactured globally to support prestige fragrance brands around the world.

<sup>1</sup> Based on a recent ethnographical study commissioned by MWV and conducted by Research International.

**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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