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**PRESS RELEASE**

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**MWV Partners with L’Oréal to Enhance Global Packaging for Garnier Nutrisse Hair Coloration Line**

**RICHMOND, Virginia** (April 16, 2010)—MeadWestvaco Corp. (NYSE: [MWV](http://www.mwv.com)) today announced an agreement with L’Oréal to produce the packaging for its popular Garnier Nutrisse hair coloration line. MWV will produce packaging for 52 Garnier Nutrisse product variations and 242 stock-keeping units (SKUs). Nutrisse is available to consumers in nearly 20 countries, including European countries and the Republic of South Africa.



*MWV produces hair coloration packaging for L’Oréal’s popular Garnier Nutrisse line which includes 52 product variations and 242 stock-keeping units (SKUs).*

“Hair coloration packaging can be one of the most difficult types of premium packaging to produce because it requires consistency across sometimes more than 50 different product variations,” said Thomas Jonas, president, MWV Beauty & Personal Care. “At the same time, our customers – such as L’Oréal – must ensure that these products are packaged in an attractive, eye-catching, informative and sustainable manner. MWV has spent decades perfecting the demanding process of hair coloration packaging, so L’Oréal knew that we truly understood the needs of its Garnier Nutrisse brand.”

This package is certified by the Programme for the Endorsement of Forest Certification (PEFC), and it has [received a chain of custody certification](#) by the Forest Stewardship Council (FSC). These certifications ensure to customers and consumers that the fiber used in the folding carton is sourced responsibly.

[MWV Beauty & Personal Care](#) works with all major hair coloration manufacturers on four continents. The company operates packaging facilities that produce hair coloration products in Europe, China and the U.S.

**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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