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PRESS RELEASE

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MWV Specialty Chemicals and Majeska & Associates to Form New Business: Invia Pavement Technologies

NORTH CHARLESTON, South Carolina (August 18, 2011)—MWV Specialty Chemicals Division and Majeska & Associates have agreed to form a new business – Invia Pavement Technologies – to deliver new pavement solutions to transportation agencies and road builders worldwide.

“We’ve been serving the transportation industry for over 60 years, and we understand the challenges and opportunities our customers face,” said Ed Rose, president, MWV Specialty Chemicals. “This business will accelerate adoption of new pavement preservation technologies that meet the global needs of our customers and grow their businesses,” he added.

Invia Pavement Technologies will work closely with customers to provide a comprehensive concept-to-market approach for solving the transportation industry’s challenge of effectively growing and maintaining roadway infrastructure. Through innovative advances in asphalt materials science, the new business will deliver green paving technologies and unique, cost-effective pavement preservation solutions.

The new business will combine novel technologies with industry-leading marketing strategies. MWV Specialty Chemicals is a customer-focused leader in innovative chemistry with world-class research facilities reaching global markets. Majeska & Associates is well known for its value-focused consulting approach to public sector marketing, applied materials science, product development and commercialization agility.

“Invia Pavement Technologies will bring value-added solutions to help our customers and agencies by offering an open, inclusive approach to technical marketing that will allow the greatest rate of growth for pavement preservation worldwide,” said Brian Majeska, President, Majeska & Associates.

Invia Pavement Technologies is expected to begin operations in September.

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, food services, beverage home and garden and tobacco 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 17,500 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 seven consecutive years. For more information, please visit www.mwv.com.

About Majeska & Associates

Majeska & Associates (M&A) unites technology with the paving industry to develop innovative products that meet customer needs. The company's focus is on the development and commercialization of products that are used in asphalt maintenance applications, and also the development the U.S. Warm Mix asphalt segment through the marketing of MWV's Evotherm product line. Additionally, M&A has a number of consulting customers that the firm assists in sales training, market research, and technology transfer. For more information please visit www.majeskaassociates.com.

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