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## PRESS RELEASE

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### **MWV Responds to Market Need for Matching Heavyweight Coated One-Side Cover** *MWV's Tango C1S Line has been extended to 24 pt., with Matching Shade and Brightness*

RICHMOND, Va., January 12, 2012—In the current array of competitive offerings, designers and brand owners have had to accept low brightness, off-white alternatives for their printed applications that require a heavyweight (14 pt and above) coated one-side cover. But that is no longer the case. MeadWestvaco Corporation (NYSE: [MWV](#)) announced today that its [Commercial Print business](#) has extended its Tango® C1S coated cover to include 14 through 24 pt. heavyweight calipers with the same 92 brightness, clean-white shade and consistent print performance that has made the Tango coated cover line the preferred choice of printers, designers and brand owners.

“Designers and brand owners have been asking for this, and we have responded,” said Steve Anderson, director, Marketing for MWV’s Commercial Print business. He continued, “In this competitive environment, our customers want to present a consistent, high quality brand image across any print campaign. In doing so, they need their direct mail pieces to match up with their brochures, and their pocket folders to match up with their in-store displays. By extending our C1S offering up to 24 pt. caliper, they can now do that.”

MWV’s [Tango](#) line is available as a coated one-side or coated two-side cover from 8 pt. through 24 pt. (or the equivalent of 70# to 170# cover). MWV will continue to offer its 86 brightness Tango Blanks product in heavyweight C1S calipers for less critical print applications.

#### **About MWV**

MeadWestvaco Corporation (NYSE: MWV), provides packaging and coated cover solutions to many of the world’s most admired brands, including products for the healthcare, beauty and personal care, food, beverage, home and garden, tobacco, and commercial printing 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 the eighth consecutive year. For more information, please visit [www.mwv.com](http://www.mwv.com).

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