



NewPage Announces Environmental Strategic Partnerships With Rodale Inc. And Rodale Institute

MIAMISBURG, Ohio – February 16, 2010 – NewPage Corporation today announced its environmental strategic partnership with Rodale Inc. and the Rodale Institute on two ground-breaking initiatives to put trees and agriculture to work to improve the health of the planet.

The first initiative, Tree as a Crop™ is designed to educate farmers and small forest landowners about the environmental, social, and economic rewards of properly growing and harvesting trees. It will encourage the natural cycle of planting, harvesting, and replanting trees to be as routine a practice as is the production of other crops-and one that achieves bio-diversity, economic returns, and positive environmental change.

The second initiative involves a fourth partner, the Appalachian Trail Conservancy, and is titled *Eco4 the planet™*. Eco4 the planet™ is a demonstration project through which approximately three thousand trees will be planted and organically grown at The Kellogg Conservation Center, a working farm adjacent to the world-renowned Appalachian National Scenic Trail. Additionally, twenty acres of soil will become healthier by being transitioned to organic methods, and local farmers with a vibrant Community Supported Agriculture (CSA) program will farm the land, utilizing the proven techniques of the Rodale Institute.

“We are very excited to be partnering with Rodale Inc., a valued NewPage customer, to pioneer an approach to organically plant and harvest trees as a crop,” says Mike Marziale, senior vice president, Marketing, Strategy and General Management at NewPage. “As farmers and small forest landowners adopt this practice, the potential of trees to improve biodiversity, capture carbon and provide revenue for communities and farmers will be maximized.”

“The Tree as a Crop™ and Eco4 the planet™ initiatives will act as a catalyst for change in regional and global agriculture and wood management practices. “Our goal is for the ‘Tree as a Crop’ program to be echoed in towns and farms across the country, and ‘eco4 the planet’ is our first step in making this happen,” said Anita Patterson, VP, Green Culture Services at Rodale. “Together, the partners are taking our message of organic practices from the Rodale Institute to a community along the Appalachian Trail that is already committed to agriculture, much of it organic. It’s a model we hope spreads across the country, and across the world.”

For more information please visit www.treesasacrop.com.

About NewPage Corporation (www.NewPageCorp.com)

Headquartered in Miamisburg, Ohio, NewPage Corporation is the largest coated paper manufacturer in North America, based on production capacity, with \$4.4 billion in net sales for the year ended December 31, 2008. The company's product portfolio is the broadest in North America and includes coated freesheet, coated groundwood, supercalendered, newsprint and specialty papers. These papers are used for corporate collateral, commercial printing, magazines, catalogs, books, coupons, inserts, newspapers, packaging applications and direct mail advertising.

NewPage owns paper mills in Kentucky, Maine, Maryland, Michigan, Minnesota, Wisconsin and Nova Scotia, Canada. These mills have a total annual production capacity of approximately 4.4 million tons of paper, including approximately 3.2 million tons of coated paper, approximately 1.0 million tons of uncoated paper and approximately 200,000 tons of specialty paper.

About Rodale Inc. (www.RodaleInc.com)

Rodale is a global multi-platform media company with a mission dedicated to the health and wellness of the individual, community and planet. The company, which reaches more than 70 million people worldwide, publishes some of the best-known health and wellness lifestyle magazines, including *Men's Health*, *Prevention*, *Women's Health*, *Runner's World*, *Bicycling*, *Mountain Bike*, *Running Times*, and *Organic Gardening*, and is also the largest independent book publisher in America with a collection of international titles, including *The South Beach Diet*, *An Inconvenient Truth*, *Flat Belly Diet!*, and *Eat This, Not That!* Rodale's broad range of media platforms includes magazines, books, video, and extensive Web sites. The company is also a leader in direct-response marketing and has more than 25 million active customers in its database.

About Rodale Institute (www.rodaleinstitute.org)

Rodale Institute is a 501(c)(3) nonprofit that creates global solutions from the ground up. The Institute's soil scientists and a cooperating network of researchers have documented that organic farming techniques offer the best solution to global warming and famine. Founded in Kutztown, Pennsylvania, in 1947 by organic pioneer J.I. Rodale, Rodale Institute's Farming Systems Trial® is the longest-running U.S. study comparing organic and conventional farming techniques, and is

the basis for practical training of farmers in Africa, Asia and the Americas .

Rodale Institute's findings are clear: A global organic transformation will mitigate greenhouse gas emissions in the atmosphere and restore soil fertility. Our mission: We improve the health and well-being of people and the planet.

About Appalachian Trail Conservancy (www.appalachiantrail.org)

The [Appalachian Trail Conservancy](http://www.appalachiantrail.org) is a volunteer-based nonprofit organization dedicated to the conservation of the 2,175-mile Appalachian National Scenic Trail, a 250,000-acre greenway extending from Maine to Georgia . Our mission is to ensure that future generations will enjoy the clean air and water, scenic vistas, wildlife and opportunities for recreation and renewal along the entire Trail corridor. To become a member, call 304.535.6331, ext. 119, or visit our Web site at www.appalachiantrail.org. There, you will also find volunteer opportunities and general hiking information.

About Kellogg Conservation Center

The Appalachian Trail Conservancy's Kellogg Conservation Center is located in Berkshire County , Massachusetts . It is a working farm adjacent to the world-renowned Appalachian National Scenic Trail. A local farmer engaged in Community Supported Agriculture (CSA) will farm the land, utilizing the proven techniques of the Rodale Institute. Three thousand trees (indigenous species of softwoods and hardwoods), including the American Chestnut, will be planted and grown organically. Existing field borders will be enhanced with trees and contribute additional carbon sequestration while maintaining habitat for birds and other wildlife. 20 acres of soil will undergo the conversion to organic methods. Education, interpretation and outreach programs will be developed where farmers and landowners will be encouraged to exchange ideas and share best practices.

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