



11 Madison Avenue, New York, NY 10010

PRESS RELEASE

FOR IMMEDIATE RELEASE

GOULD PAPER CORPORATION EMPHASIZES FINE PAPER PRODUCTS FROM ENVIRONMENTALLY RESPONSIBLE RESOURCES

Harry E. Gould, Jr., Chairman and President of Gould Paper Corporation, New York City, announced that Gould is in the forefront of the paper distribution industry with its commitment to the environment and paper sustainability. Gould Paper Corporation recognizes that leadership in the fine paper industry carries a responsibility to the environment and, in particular, conserving the world's natural resources. Gould fully supports responsible fine paper manufacturing practices that promote sustainability, and result in long-term economic and environmental benefit.

Gould is FSC certified in many of its divisions and is seeking chain of custody certification throughout its North American divisions. The Company also represents many SFI certified mills. Gould's intention is to increase the purchase of paper products from companies that subscribe to, and encourage, credible sustainable forestry programs.

Gould is committed to being a good steward of the environment, promoting the sustainable use of our natural resources and encouraging the use of fine paper products made responsibly from those resources.

Gould recognizes that there are a variety of different, credible sustainable forest management systems in place throughout North America and the world:

- The American Tree Farm System® and other similar programs encourage and promote forestry excellence on non-industrial private forest lands.

(continued)

- The Canadian Standards Association promotes sustainable forestry practices on large private and government owned forests in Canada.
- The Sustainable Forestry Initiative® program promotes the practice of sustainable forestry on all lands, regardless of size or ownership, and recognizes the importance of landowner outreach and landowner education in achieving a broad commitment to wise forest use.
- The Forest Stewardship Council program is designed to reduce tropical deforestation and promote well-managed forests throughout the world.
- The Pan European Forest Certification System has demonstrated a commitment to sustainable forestry on lands in Europe and, increasingly, throughout the world.

Gould, as one of the leaders in the industry, wants to make sure its customers benefit from Gould's actions. The Company's environmental policy promotes sustainable forest management, thus giving their customers assurance that they are able to purchase responsible paper.

Founded in 1924 and headquartered in New York City, Gould Paper Corporation has revenues in excess of \$1 billion and is a member of the "quartet" that comprises North America's largest distributors of printing and business papers. Gould has operations throughout the United States and internationally in the United Kingdom; Paris, France; Helsinki, Finland; Dubai; Singapore; Auckland, New Zealand; Melbourne, Australia; Hong Kong; Shanghai, China; and Manila, Philippines. For more information on Gould, visit our website at www.gouldpaper.com.