



Beyond What's Expected.®

Product Management Announcement

3-26-09

Boise® SPLOX® takes on a New Look!

In an effort to re-energize the SPLOX® product line, Boise will brand X-9® paper and ASPEN® 30 paper in the SPLOX delivery system. The goal is to motivate both new sales to Boise customers who do not currently purchase SPLOX and increase sales to existing SPLOX customers. In addition, this move will allow Boise to leverage its brand equity in X-9 and ASPEN to reposition SPLOX as a convenient, productive, environmentally sensitive and ergonomically safe alternative to traditional 10-ream cartons and 5-ream junior cartons of these brands.

Beginning this month and throughout April, we will be applying a 2 x 2 label to all current SPLOX cartons giving customers a preview of the upcoming packaging changes. We are working on a communications rollout plan, creating FAQ's, updating marketing collateral and websites. This is your first preview of how we will take our SPLOX product line to the next level by promoting "GREAT PAPER" in a "SMART PACKAGING SYSTEM" to meet high-speed production printing needs.

Below are the stickers that are being applied to all current designs.



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|------------------|------------------------|------------------------------|
| SPLOX SP-8420 | 8.5 x 11 92/20 | becomes SPLOX® X-9® |
| SPLOX SP-8420-P | 8.5 x 11 3HP 92/20 | becomes SPLOX® X-9® |
| SPLOX SP-9224 | 8.5 x 11 92/24 | becomes SPLOX® X-9® |
| SPLOX SP-RC20 | 8.5 x 11 92/20 30% | becomes SPLOX® ASPEN® 30 |
| SPLOX SP-RC20-P | 8.5 x 11 3HP 92/20 30% | becomes SPLOX® ASPEN® 30 |
| SPLOX SP-PLUS-25 | 8.5 x 11 96/20 | becomes SPLOX® X-9® Hi-Brite |

This is only a packaging change. Sales codes, item numbers and UPC codes **will not change**. **Please watch for upcoming announcements.** If you have any questions, please contact Terry Stepney or Therese Lee.