



MeadWestvaco Corporation
Consumer & Office Products
4751 Hempstead Station Drive
Kettering OH 45429

+1 937-495-5717 T

PRESS RELEASE

MWV Media Contact	Investor Relations
Julie McEwan tel: +1 937-495-5717 julie.mcewan@mwv.com	Jason Thompson tel: +1 804-201-2556

MWV Consumer & Office Products Division Announces Agreement with Beacon Promotions, Inc. Regarding Promotional Products Business

KETTERING, Ohio (April 6, 2009) – [MWV Consumer & Office Products](#) (NYSE: MWV), a leading manufacturer of planning and organizing tools, office products and school supplies, today announced it has signed a definitive agreement with Beacon Promotions, Inc. regarding its Promotional Products business associated with the Ready Reference® line of planners, calendars and date books with Beacon Promotions, Inc. The financial terms of the agreement were not disclosed. Beacon Promotions will assume marketing, sales, customization and distribution of the products in the U.S., while MWV Consumer & Office Products' Sidney, N.Y., facility will continue to manufacture the Ready Reference and some of The Old Farmer's Almanac products for Beacon Promotions. Operational changes will begin immediately and are expected to be completed within 90 days.

"This transaction strengthens our business by allowing us to leverage our core competencies in manufacturing stitched and wire-bound books and planners," said David Williamson, executive vice president and general manager, MWV Office Products Group. "We are excited to work with a well-respected promotional products company in Beacon Promotions that will use its sales, marketing and customer service expertise in this channel to move the premium Ready Reference brand products to an expanded base of customers."

As a result of this transaction, approximately 106 salaried and hourly positions that support the Promotional Products business in Sidney have been impacted. Affected salaried employees will be eligible for separation benefits in accordance with the company policy. The terms of employment of hourly workers are governed under the collective bargaining agreement between the company and its union representative.

MWV's Office Products Group manufactures industry-leading planning products and calendars. Approximately 1,000 hourly and salaried employees are employed currently at the facility.

About MWV Consumer & Office Products

MWV Consumer & Office Products, a division of the MeadWestvaco Corporation, is the leading manufacturer and marketer of the most trusted brands in school supplies, office products, planning, and organizing tools, including Mead®, Five Star®, AT-A-GLANCE®, DayMinder®, Cambridge®, Academie®, Day Runner® and Amcal® brands, among others. MWV Consumer & Office Products produces notebooks, folders, decorative calendars, stationery products, and time management and personal organizers for every stage of life. For more information, please visit www.mead.com.

About MWV

MeadWestvaco Corporation (NYSE: MWV), provides packaging solutions to many of the world's most-admired brands in the healthcare, personal and beauty care, food, beverage, media and entertainment, and home and garden industries. The company's businesses 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 22,000 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 fifth consecutive year. For more information, please visit www.mwv.com.

###