



MeadWestvaco Corporation
 Global Headquarters
 11013 West Broad Street
 Glen Allen VA 23060-5937

+1 804.327.7925 T
 +1 804.327.6209 F
www.mwv.com

PRESS RELEASE

Media Contact	Investor Relations
Alison von Puschendorf tel: +1 804-327-7284 mediainquiries@mwv.com	Jason Thompson tel: +1 804-201-2556

MWV Develops Exclusive Gift Package for Aftelier Perfumes

RICHMOND, Virginia (April 22, 2009) — One of the world’s leading natural perfume experts, Mandy Aftel, partnered with [MeadWestvaco Personal & Beauty Care](#) (NYSE: MWV) to develop an exclusive gift package for the launch of her latest fragrance “Lumiere”. Only 12 gift sets were developed, and they will be signed by Ms. Aftel and available for sale during the debut of “Lumiere” at Henri Bendel’s exhibit “Living Perfume: The Natural Alchemy of Mandy Aftel”. The exhibit will run from April 18 to May 11, 2009, at Henri Bendel’s flagship store on Fifth Avenue in New York City.



Twelve exclusive gift sets developed by MWV will be signed by the master perfumer Mandy Aftel.

MWV applied its unique mix of design and engineering expertise with its materials and manufacturing prowess to develop the exclusive gift sets. The paperboard-based packages hold all of the Aftelier perfumes, including the new Lumiere.

“Aftelier Perfumes is about paying homage to the natural world, so it was critical for us to have a partner that could ensure our brand was well represented through the packaging,” said Mandy Aftel. “MWV’s Personal & Beauty Care team’s expertise and packaging capabilities allowed us to create a package that speaks to the natural world and exclusivity.”

The “Living Perfume” exhibit will be created and installed using the responsible design principles of sustainable materials and eco-friendly sourcing, and will showcase the materials that bring to life the art and science of natural perfume, as well as interactive learning opportunities for the public.

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 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 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.

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