

SCA TISSUE NORTH AMERICA

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**SCA Tissue Takes Top Honors in International Foodservice Competition*****Xpressnap® Tabletop Wins IFDA Grand Prix Award in Non-Food Category***

NEENAH, Wis., Feb. 13, 2007 — SCA Tissue's Xpressnap Tabletop® napkin dispensing system has won a 2006 Grand Prix Award for Innovative Products in the non-food category for the extension of the Xpressnap line to include a tabletop model with five color options.

Xpressnap Tabletop dispensers, introduced in 2005, were originally available in either black or granite. Those options were extended in 2006 to include red, blue and yellow.

The Grand Prix awards, which honor the best new foodservice products in the United States and Canada, are sponsored by the International Foodservice Distributors Association and the Canadian Council of Grocery Distributors.

Judging took place over two days in Montreal at the Culinary Institute of Québec. The panel of 11 judges included foodservice operators, chefs, distributors and trade press. Judges selected winners in 11 categories based on rankings in four areas: uniqueness and innovation; operator convenience and appeal; product attributes; and quality and values.

David Rizley, SCA Vice President of Foodservice, accepted the Grand Prix trophy at the IFDA Partners Executive Forum in Amelia Island, Fla., on Feb. 11, 2007.

“This is our second Grand Prix award for the Xpressnap line and speaks to our continued emphasis on meeting the needs of end users,” said Don Lewis, SCA Tissue Senior Vice President Sales and Marketing. “SCA Tissue’s leadership role in the foodservice industry is made possible by innovative products like the tabletop dispenser line and our customer-focused expansion of its color options to allow for better décor coordination.”

All of the Xpressnap dispenser models — including tabletop, stand, in-counter and wall-mount —utilize a proprietary technology that dispenses only one napkin at a time, every time. This reduces waste and increases hygiene because patrons only touch the napkin they take and take only what they need.

Xpressnap dispensers guarantee a 25 percent reduction in napkin usage, although many end users report savings of 40 percent or more.

Tabletop and stand models also feature the AD-a-Glance™ message panels that can be used to generate ad revenue or to promote special menu items.

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Grand Prix/ADD ONE

SCA Tissue, which is headquartered in Neenah, Wis., is one of the three largest producers of Away-From-Home tissue products in North America with brand names that include Tork® and Xpressnap®. SCA is a \$13.8 billion international paper company that employs some 53,000 people in 50 countries. For more information about SCA Tissue, visit www.scatissue.com.

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