ROCK-TENN COMPANY

FOR IMMEDIATE RELEASE

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Rock-Tenn's Folding Carton Division becomes North America's largest folding carton manufacturer to earn SFI® Fiber Sourcing Certification.

Norcross, Georgia – The Folding Carton Division of Rock-Tenn Company announced today that it has achieved Fiber Sourcing Certification to the Sustainable Forestry Initiative® (SFI) standard, becoming North America's largest folding carton manufacturer to earn this distinction.

"Demand for products from responsibly-managed forests is increasing worldwide and with today's announcement, Rock-Tenn joins a growing number of companies that are demonstrating their environmental commitment through certification to the SFI fiber sourcing standard," said SFI Inc. President and CEO Kathy Abusow. "At a time when just 10 percent of the world's forests are independently certified, Rock-Tenn has taken a leadership role by supporting global efforts to improve forest practices."

Rock-Tenn Company is a vertically integrated supplier of Sustainable Forestry Initiative® (SFI) certified Solid Bleached Sulfate (SBS) and 100% recycled paperboard, and began recycling paperboard in 1907. Rock-Tenn recycles almost 2 million tons of waste paper per year by converting it into new, recycled products. The Folding Carton Division builds upon that core capability and heritage, offering packaging produced from recycled and SFI certified virgin paperboard, sourced internally and externally.

"SFI fiber sourcing certification is an important step that demonstrates our ongoing commitment to environmental stewardship, sustainable business practices and development of sustainable solutions," said Michael E. Kiepura, Executive Vice President and General Manager of Rock-Tenn's Folding Carton Division.

"Both consumers and marketers are increasingly interested in raw material sources as well as conversion and distribution processes," he noted. "We have already received numerous inquiries from customers regarding usage of our SFI Certified Sourcing label. As consumers become more aware of the SFI label's significance in promoting responsibly managed forests, consumer product manufacturers, quick-serve restaurants and others will want this label linked with their brands."

Multiple-plant SFI Certification demonstrates Division-wide commitment.

"What's more," Kiepura added, "our entire 24-plant network across North America has been certified to meet SFI fiber sourcing requirements, which further attests to our leadership in this area."

"We know where our fiber comes from, as well as where it's going. Our Rock-Tenn SBS mill has been SFI certified for years. Virtually all of our Division's other virgin paperboard suppliers are certified, too. And SFI Fiber Sourcing Certification confirms our ability to track and document this information," Kiepura said.

Only 10 percent of the world's forests are certified and the SFI program stands apart from other certification programs through its fiber sourcing requirements. Program participants are required to track the uncertified content and promote responsible forestry by encouraging landowners to reforest areas that have been harvested, to use best management practices for protecting water quality and to identify and protect or create important habitat elements for wildlife, including imperiled and critically imperiled species and communities.

Rock-Tenn's commitment evidenced in other ways, too.

In addition to SFI Fiber Sourcing Certification, Kiepura noted that, as part of Rock-Tenn Company, the Folding Carton Division is actively involved in a number of other environmentally related industry organizations and programs, including:

- Recycled Paperboard Alliance — a founding member of the RPA100
- Sustainable Packaging Coalition (SPC)
- American Forest & Paper Association (AF&PA)
- National Council for Air and Stream Improvements (INCAS)

About Rock-Tenn Company
Rock-Tenn Company is one of North America's leading manufacturers of paperboard, containerboard, packaging and merchandising displays, with pro forma annual net sales of approximately $3.0 billion. The Company operates locations in the United States, Canada, Mexico, Chile and Argentina.

About SFI Inc.
SFI Inc. is a 501c(3) non-profit organization and is solely responsible for maintaining, overseeing and improving the Sustainable Forestry Initiative program. SFI Inc. directs all elements of the Sustainable Forestry Initiative program including the SFI Standard, chain-of-custody certification, fiber sourcing requirements, labeling and marketing. SFI Inc. is overseen by a three-chamber Board of Directors representing social, environmental and economic sectors. For more SFI program details: www.sfiprogram.org

Art-SFI Label/Caption

SM
SFI
CERTIFIED SOURCING
FIBER USED IN THIS PRODUCT LINE MEETS THE SOURCING REQUIREMENTS OF THE SFI PROGRAM
WWW.SFIPROGRAM.ORG

Sustainable Forestry Initiative (SFI) Fiber Sourcing certification is part of Rock-Tenn Company Folding Carton Division's commitment to managing resources to positively affect the environment.

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