

FIBERMARK ANNOUNCES WINNERS OF 15TH ANNUAL SPECIFIER AWARDS

July 8, 2008 – Brattleboro, VT – FiberMark, a leading producer of specialty covering materials for a variety of applications including office products, publishing and luxury packaging, today announced the winners of its 2007 Annual Specifier Awards. The awards program, which FiberMark launched in 1992, honors projects that have been created using the company's materials.

Design creativity was very evident in the breadth of submissions that FiberMark received for the 2007 awards. Entries came from a wide range of industries and applications, as well as from geographies as diverse as New Zealand and South Africa. Submissions were judged by a peer review committee that evaluated the entries on design, decoration/printing quality, construction quality, and relationship of the materials to the project.

The 2007 Best of Show-Gold winner was Maquet, a healthcare package featuring Iridescent by Corvon® that was entered by Influence Communications/Dorland Global Health Communications/Marketing IV. The judges were impressed not only by the use of FiberMark materials, but by the quality of the finishing and decorating details.

Best of Show-Silver went to Rolex's Co-op Advertising Portfolio 2007 which incorporated FiberMark's Senzo by Corvon® for its cover, Metallics by Skivertex® for the endsheet, and Touché® Cover for tabbed dividers. Acknowledgement goes to Bassil Bookbinding and Imtech Graphics for this submission.

Best of Show-Bronze used Pellaq® Crispel in three box wrap colors to launch Lisa Hoffman's new line of personal fragrance oils called Variations. The rich use of textured materials and colors allowed the Crispel products to perfectly underscore the Lisa Hoffman brand image. Credit goes to Vista Outsourcing & Consulting, LLC as the packaging manufacturer.

"Each year, we see the creativity bar being raised even higher by the designers who use our materials," said Susan Hurt, vice president of marketing at FiberMark. "The quality of this past year's submissions was extraordinary, and it was difficult to whittle down the excellent choices to the top three. We applaud all those who entered projects, and appreciate the time and talent they brought to their work."

FiberMark is now accepting entries for the Naturally Creative 16th Annual Specifier Awards program. Projects that incorporate FiberMark's specialty cover materials and have been produced in 2008 are eligible for submission. Deadline for is December 31, 2008.

Entry forms and a showcase of award winners can be found on the company's website, www.fibermark.com/awards. For more information, call 800-843-1243.

About FiberMark

FiberMark offers distinctive covering materials that express brands, inspire designs, and make lasting impressions. With an extensive range of visual and tactile options, FiberMark materials provide an endless array of design possibilities for applications in the office products, publishing, luxury packaging, technical/industrial and graphic design markets. The company's specialty fiber-based materials are enhanced with a variety of colors, finishes, and embossing techniques that create visual depth and invite touch. FiberMark's design specialists work with creative teams to develop a look that captures a brand's unique personality, differentiates it from competitors, and creates impact. FiberMark crafts its materials in the U.S. and Europe, creating innovative solutions for world-leading brands.

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