

FOR IMMEDIATE RELEASE

FIBERMARK INTRODUCES PELLAQ® BOUCLA *New Luxury Covering Material Offers Creative Edge for Designers*

April 8, 2008 – Brattleboro, VT – FiberMark, a leading producer of specialty papers and fiber-based materials for a variety of applications, today announced Pellaq® Boucla, a unique covering material with exclusive bouclé embossing and a shimmering pearl finish.

Boucla brings bold, organic texture into relief, in striking combinations of pearlescent colors that are enhanced by FiberMark's performance coatings. Boucla's dimensional expression of color-on-color expands and complements the Pellaq® line of luxury cover materials, which highlight the rich visuals of high-fashion leather. The unique high-gloss finish combines scratch resistance with strength and durability to deliver maximum value and performance to luxury brands.

Boucla offers a creative edge for designers, specifiers and converters looking for new options in covering materials. Ideal for a variety of upscale applications, Boucla adds a singular flair to packaging for cosmetics, jewelry and confectioneries, to book covers, menus, and bags, as well as stationery items, presentation binders, slipcases and portfolios.

Boucla is available in 11 stylish colors, spanning both traditional and contemporary palettes, all with FiberMark's unique pearly finish. Custom colors are also available.

"Boucla is the perfect choice for designers who have applications that demand the very best in durability and tactile and visual appeal," said Susan Hurt, vice president of marketing at FiberMark. "Boucla offers designers an opportunity to make a real impact with their luxury brands."

For more information about Pellaq® Boucla, or to order samples or a swatchbook, visit www.fibermark.com/boucla or contact FiberMark customer service at 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, differentiate it from competitors, and create impact. FiberMark crafts its materials in the U.S. and Europe, creating innovative solutions for world-leading brands.

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