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FOR IMMEDIATE RELEASE:

GREEN SEAL RELEASES ITS HIGHLY ANTICIPATED REVISED STANDARD FOR SANITARY PAPER PRODUCTS

December 15, 2010. Washington, DC: Green Seal is proud to announce the release of its revised Standard for Sanitary Paper Products, GS-1. This standard establishes environmental, health, and social requirements for a wide array of paper products, and sets a much higher bar for leadership in the industry. Green Seal certification gives manufacturers a credible way to prove substantial reductions in impact and increased performance by their products.

Green Seal, a non-profit organization that provides sustainability standards and conducts third-party certification, combined its Standard for Tissue Paper and its Standard for Paper Towels and Paper Napkins into one comprehensive, life cycle-based standard for bathroom and facial tissue, paper towels, napkins, and placemats, for both institutional and retail markets.

Products certified to the revised GS-1 meet a standard that features improved performance thresholds (i.e. tensile strength, water absorbency); 100% recovered material content with increased post-consumer content; processed chlorine free manufacturing; no carcinogens, mutagens, or reproductive toxins in papermaking additives and very minimal optical brighteners. The standard also includes added requirements for social responsibility for the manufacturing facility; added sustainability tracking metrics, and expanded requirements for packaging.

"Wausau was the first paper company to offer Green Seal-certified towels and tissue for the away-from-home," said Mark Stanland, Vice President of Marketing at Wausau Paper. "The new GS-1 goes farther than any other standard to address the environmental, health and social concerns associated with these products and we applaud Green Seal's efforts in supporting leadership in sustainability."

Green Seal is accepting applications for certification and re-certification to GS-1. Information is available at: <http://www.greenseal.org/GreenBusiness/Certification/Getcertified.aspx>. Green Seal certification involves a technical data review, a site audit and ongoing compliance monitoring. Products meeting the standard's criteria will be awarded the license to use the Green Seal on product packaging, in advertising, promotional materials, catalogs, and in operation/business descriptions.

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ABOUT GREEN SEAL INC.

Green Seal, a non-profit based in Washington D.C., has been identifying products and services that protect the environment and human health since 1989. The Green Seal mark appears on over 3600 environmentally responsible products and services, and Green Seal is accredited by the American National Standards Institute. The independent organization focuses on certification to its leadership standards, avoiding any conflict of interest that may arise from recommending products or consulting with applicants. For more information and a list of all Green Seal-certified products and services, visit www.GreenSeal.org.