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PRESS RELEASE

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MWV's Natralock[®] Hooks Pure Fishing for Conversion to New, More Sustainable Packaging Solution

RICHMOND, Virginia (June 7, 2010) — MeadWestvaco Corporation's (NYSE: [MWV](#)) sustainable and secure [Natralock[®]](#) packaging solution has been selected by Jarden subsidiary, [Pure Fishing](#), a leading global provider of fishing tackle, lures, rods and reels, as the package of choice for 35 new Berkley Classic Tools, as well as other additional 2011 products.

"Consumers will see the new packaging in stores during the fall of 2010," said David Lund, vice president of Marketing -The Americas. "We'll have enhanced visibility of the Berkley product with glare-free surfacing and improved graphics. Opening the new packaging requires no special tools, just a pair of scissors that leaves a smooth, safe edge. Gone are the hazards of the ragged edges and the frustrations from opening the clam packs."

Natralock offers paperboard solutions that can contain up to 30 percent recycled materials with a thermoform blister.

It is anticipated that the new packaging will result in a 67 percent reduction in plastic usage compared to the traditional clam packs with an annual reduction in plastics headed to landfills of 76.6 tons. Even transportation costs for shipping the products will be reduced as package weight is 29 percent lighter than before. The packaging is also much easier to open than clamshells, yet retains its tear and pilfers resistance for product integrity.

Berkley continues to promote stewardship of the environment and fisheries. The company's commitment to responsible resource management is reflected not only with the new packaging but also with recycling of discarded fishing line. This dedication has resulted in millions of miles of monofilament fishing line being converted to fish habitat for enhanced fishing.

"MWV's holistic approach to packaging drives innovation, design and materials that provide a more sustainable platform for Pure Fishing's products," said Jeff Kellogg, vice president of MWV's Natralock. "As brand owner, retailer and end consumer demand for better packaging continues to increase Pure Fishing's selection of Natralock will further elevate the value that packaging brings to a company's overall





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environmental goals and retail differentiation. We are proud to partner with Pure Fishing to help them maintain a leadership role in stewardship in this marketplace”.

To learn more about Pure Fishing go to www.purefishing.com. For more about the innovative packaging from Natralock go to www.natralock.com.

About MWV

MeadWestvaco Corporation (NYSE: MWV) provides packaging solutions to many of the world’s most-admired brands in the healthcare, beauty and personal care, food, beverage, media and entertainment, home and garden, tobacco, and commercial print industries. The company’s businesses also include Consumer & Office Products, Specialty Chemicals, and the Community Development and Land Management Group, which sustainably manages the company’s land holdings to support its operations, and to provide for conservation, recreation and development opportunities. With 20,000 employees worldwide, MWV operates in 30 countries and serves customers in more than 100 nations. MWV manages all of its forestlands in accordance with internationally recognized forest certification standards, and has been named to the Dow Jones Sustainability World Index for the sixth consecutive year. For more information, please visit www.mwv.com.

About Pure Fishing

Pure Fishing, Inc. is a leading global provider of fishing tackle, lures, rods and reels with a portfolio of brands that includes Abu Garcia[®], All Star[®], Berkley[®], Fenwick[®], Gulp![®], Mitchell[®], Penn[®], Pflueger[®], SevenStrand[®], Shakespeare[®], Spiderwire[®], Stren[®], Trilene[®] and Ugly Stik[®]. With operations in 19 countries and a dedicated workforce conversant in 28 languages, Pure Fishing, Inc. is part of Jarden Outdoor Solutions, a leader in developing outdoor and active lifestyle products and a subsidiary of Jarden Corporation. Additional information can be found at www.purefishing.com.

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