



Verso Paper Corp.  
6775 Lenox Center Court  
Memphis, TN 38115

For details, contact:  
Monica Garvey  
Sustainability Manager

T 901-369-4154  
[monica.garvey@versopaper.com](mailto:monica.garvey@versopaper.com)

[www.versopaper.com](http://www.versopaper.com)

# news release

FOR IMMEDIATE RELEASE

## Verso Partners with National Geographic Magazine on Carbon Footprint Study

MEMPHIS, Tenn., June 19, 2009 (BUSINESS WIRE) -- Verso Paper Corp. (NYSE: VRS) announced today at the Gravure Association of America (GAA) Environmental Conference in Toronto, Canada the results of its most recent Carbon Footprint Life Cycle Analysis (LCA) study. Verso joined with National Geographic, Quad/Graphics, Inc. and Harmony Environmental to conduct a comprehensive study from "cradle-to-grave" of the carbon footprint associated with the publication of *National Geographic* magazine.

National Geographic publishers approached Verso in 2007 to begin exploring the idea of capturing the magazine's carbon footprint. By fall 2008, plans for the *National Geographic* magazine study began to take shape following an article published in *Gravure* magazine citing the results from Verso's previous carbon footprint study of its pulp and paper facility located in Bucksport, Maine. Hans Wegner, Vice President Production Services for National Geographic said, "We had been working with Verso to arrive at a carbon footprint for the *National Geographic* magazine paper for about a year when Verso's work at Bucksport was brought to our attention. We were reluctant to wait for a new study to be completed; however, we were convinced there were enough significant differences mill-to-mill and grade-to-grade to warrant the undertaking of a separate study of our paper made at Verso's Androscoggin, Maine mill in order to obtain accurate information". Craig Liska, Vice President Sustainability for Verso said, "Verso was energized by the opportunity to partner with National Geographic on a more comprehensive carbon footprint LCA study involving all the participants in the *National Geographic* magazine supply chain".

Historically, the Pulp and Paper Industry has developed carbon footprint LCA studies centered on their manufacturing facilities with a focus on CO<sub>2</sub> emissions associated with produced and purchased energy. Verso recognized an increasing interest in measuring carbon footprint emerging in the broader marketplace involving forests, printers, publishers, consumers, and other key stakeholders. Tom Estock, Corporate Manager of Environmental for Quad/Graphics, Inc. said, "As the printer of the *National Geographic* magazine, we were pleased to provide our portion of the carbon footprint data to such a complex study." The *National Geographic* magazine carbon footprint LCA study included contributions from the planting and harvesting of trees, paper manufacture and printing, and magazine delivery and final disposal.

One of Verso's contributions to the carbon footprint LCA study was to share its expertise and methodology developed in 2008 for measuring the carbon footprint of its Advocate 30-lb High Bulk paper manufactured at its Bucksport mill. In addition, Verso brought in resources from its manufacturing, sustainability and product development organizations to further expand this methodology to apply specifically to its Androscoggin mill, which is the source of paper used to produce the *National Geographic* magazine. Verso collaborated with its suppliers in the forestry, transportation, and chemical industries from which reliable CO<sub>2</sub> emissions data were supplied to the carbon footprint calculations.

Because this particular carbon footprint LCA was complex and the first of its kind, the study participants invited Harmony Environmental to be the independent consultant responsible for compiling and analyzing the data, performing the calculations, and delivering the results. Where opportunities existed for following globally accepted standards, the protocol for conducting the study followed the Green House Gas (GHG) Protocol Corporate Standard published by the World Resources Institute (WRI) and the World Business Council for Sustainable Development (WBCSD).

The results of Verso's portion of the study showed that to produce the paper for one *National Geographic* magazine weighing 12.3 ounces, 1.27 pounds of CO<sub>2</sub> equivalents are emitted. When factoring in the printing, distribution, packaging and all other *National Geographic* activities associated with the development of the magazine, a total of 1.82 pounds of CO<sub>2</sub> equivalents are emitted. To put this into perspective, the same amount of CO<sub>2</sub> equivalents are emitted by consumers when driving just under 2 miles in a standard automobile with a 20 MPG rating.

"Sustainability is simply a part of our culture", shared Mr. Liska, who attended the GAA Conference as a panel discussion member. Mr. Liska added, "Verso recognizes how important this issue of understanding how to measure carbon footprint is becoming in the marketplace. We will maintain the focus on ways to reduce our carbon footprint as we meet the needs of our customers and shareholders. Verso is fortunate to have been involved in the *National Geographic* magazine carbon footprint LCA study, and we will continue to move forward in the pursuit of achieving our sustainability goals".

## **About Verso**

Based in Memphis, Tennessee, Verso Paper Corp. is a leading North American producer of coated papers, including coated groundwood and coated freesheet, and supercalendered and specialty products. Verso's paper products are used primarily in media and marketing applications, including magazines, catalogs and commercial printing applications such as high-end advertising brochures, annual reports and direct-mail advertising. Additional information about Verso is available on the company's Web site at [www.versopaper.com](http://www.versopaper.com).