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**NEENAH PAPER-CRANE'S BRAND
USED FOR PRESIDENTIAL HOLIDAY GREETING CARD**

ALPHARETTA, Ga. (Jan. 29, 2010) — Continuing its tradition of being selected for the nation's most prestigious invitations and cards, [Neenah Paper's](#) (NYSE: NP) CRANE'S brand was the paper choice used for the 2009 presidential holiday greeting card.

[CRANE'S Papers](#) is a 100 percent cotton signature business paper from Crane & Co. Inc. that is now manufactured, marketed and distributed by Neenah Paper. This fine quality paper is eco-friendly and made with recovered tree-free fibers collected from cotton garment trimmings.

The design of the presidential greeting card was the presidential seal surrounded by a wreath. With a thin burgundy border, the card's cover was embossed in gold foil. The inside message read, "May your family have a joyous holiday season and a new year blessed with hope and happiness."

"It's quite an honor that Neenah was chosen for the president's holiday greeting card," said Byron Racki, senior director of Fine Paper Marketing for Neenah. "It continues the fine tradition of Neenah Papers being used for many presidential events and historic moments."

In January 2009, Neenah's CLASSIC CREST® brand was selected for President Barack Obama's inaugural ceremony invitation. The company has also provided the paper for the last three presidential inaugurations.

The holiday greeting card, produced by American Greetings Corporation, was paid for by the Democratic National Committee and mailed to foreign dignitaries, friends and family.

About [Neenah Paper](#)

For over 100 years, Neenah Paper has been an innovative leader in the creation and manufacturing of premium and specialty papers. Neenah brings state-of-the-art technology to its signature brands, CLASSIC®, ENVIRONMENT®, STARWHITE®, NEENAH® and SUNDANCE®, as well as a host of other fine paper products preferred by graphic designers and printers. Neenah recently signed an exclusive partnership agreement with Crane & Company to manufacture, market and distribute Crane's fine business paper brands: CRANE'S CREST®, CRANE'S BOND®, CRANE'S LETTRA®, CRANE'S PALETTE™ and CRANE'S® Choice Papers. Neenah's award-winning and versatile digital papers round out its comprehensive portfolio. Neenah's sustainability commitment is reflected through the Neenah Green initiative, which includes mill-based solutions for minimizing environmental impact. A proud consumer of Green Energy, Neenah Paper is also a U.S. EPA Green Power Partner, and manufactures many brands carrying the Green-e, Green Seal and Forest Stewardship Council (FSC) certifications (SW-COC-000885). For more information, visit www.neenahpaper.com or call (800) 558-5061. Follow Neenah Paper on Twitter: @neenahpaper or become a fan on Facebook, www.facebook.com/pages/Alpharetta-GA/Neenah-Paper/57797851697.

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