



**American
Forest & Paper
Association**



For Immediate Release:

October 26, 2009

For Questions Contact:

AF&PA: Carlton Carroll, 202.463.2587, carlton_carroll@afandpa.org

NPTA Alliance: Tracy Schorle, 312.673.5921, tschorle@gonpta.com

PAPER2010 To Combine Industry-Wide Issues and Commerce in Premier Event

WASHINGTON & CHICAGO - Today the American Forest & Paper Association (AF&PA) and the NPTA Alliance (NPTA) announced that they are joining forces to host a combined conference this spring in New York City, called **PAPER2010**.

The conference will merge what was formerly known as AF&PA's Paper Week and NPTA's Annual Convention into a single event where industry leaders can come together and strategize ways to advance their respective companies and the industry's shared interests. The event will be held March 21-23, 2010 at the Waldorf=Astoria Hotel and Towers in New York City.

"As our industry evolves and responds to market dynamics, we need to work in a coordinated, unified way to discuss our shared challenges and advance initiatives that ensure our global competitiveness. We are thrilled with the opportunity to partner with NPTA, and invite all industry participants to share in understanding what's happening next in our industry and expand relationships through which companies will build their future success," said AF&PA President and CEO Donna Harman.

Newell Holt, CEO of NPTA, said, "AF&PA and NPTA have many members in common as well as other constituents who benefit from participation in both association events. It makes sense to combine the two premier paper industry events into one. This will maximize the effectiveness of participation and leverage the two associations' ability to bring value to members through one major gathering of the industry. The entire supply chain from forest to end user will be together."

Additional details on the program, events and speakers will be announced soon.

###

About the American Forest & Paper Association is the national trade association of the forest products industry, representing pulp, paper, and wood products manufacturers, and forest landowners. AF&PA member companies make essential products from renewable and recyclable resources that sustain the environment. The forest products industry employs 1 million workers and generates 6 percent of the total U.S. manufacturing GDP. Visit AF&PA online at www.afandpa.org.

About the NPTA Alliance: NPTA Alliance (formerly the National Paper Trade Association, Inc.), founded in 1903, is the association for the \$60+ billion paper, packaging, and supplies distribution industry. The mission of NPTA is to actively support the success of its members through the delivery networking, education, industry data and research and advocacy, which focuses on the health of the distribution channel. Visit the NPTA Alliance online at www.gonpta.com