



October 29, 2010

To Our Valued NCR Paper* Brand Sheet Customers:

Appleton is announcing a price increase on NCR PAPER* Brand carbonless sheet products sold in the United States and Canada.

Costs associated with manufacturing our products have risen significantly over the past 18 months with very little relief in sight. We have continued efforts to improve productivity and reduce costs through lean initiatives and other proactive measures. However, we have been unable to compensate for these significant and unprecedented raw material cost increases.

Effective with shipments on Monday November 29, 2010, Appleton will increase prices of sheet products as follows:

All carbonless sheet products	5.0%
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Order volumes during November 2010 that are in excess of your previous 12 month average will be accepted at the increased rate.

Enclosed are the new formal price pages for the respective products. We have made some enhancements to our Making Sheet Price List to facilitate ease of quoting on our making products. Please contact your Appleton sales representative with any questions you may have. We value your business and thank you for your continuing support.

Sincerely,

A handwritten signature in cursive script that reads "Sarah Macdonald".

Sarah Macdonald
VP and GM – Carbonless Business Unit

Enclosure

*NCR PAPER is a registered trademark licensed to Appleton Papers Inc.