

MEADWESTVACO DEBUTS “REALLY BIG” PRODUCT

Really Big Coloring Books, Inc. partners with MeadWestvaco to introduce colorful learning tools

DAYTON, Ohio – March 30, 2006 – Today’s kids have enough gadgets and toys to entertain an army, but one of the oldest and simplest activities is still one of the most popular - coloring. Today, 90 percent of all children color, and the activity boasts proven benefits for kids of all ages. Now, MeadWestvaco is literally “growing” the hobby by partnering with Really Big Coloring Books, Inc. to develop a new line of educational products.

Really Big Coloring Books® are super-sized coloring books that offer a unique educational, storybook format. The books feature instructional information and activities that correspond with each title - Butterfly, Horses, Dinosaurs, Zoo Animals, and Alphabet and Counting. The coloring books serve as an engaging way to occupy and educate children from pre-kindergarten through sixth grade. Designed by teachers, the books are centered around an educational story. For those just learning to read the visuals will help them associate the words with concepts they already know and younger children will learn through the illustrations.

Really Big Coloring Books measure 17.5 inches wide and 22.5 inches tall, featuring durable, high quality construction as well as perforated pages for easy removal and display. The books are 32 pages of the best quality paper available in coloring books – making it perfect for all mediums including crayons, markers, pencils and even paints. Available at major retailers nationwide, the coloring books have a suggested retail price of \$7.99.

MeadWestvaco, headquartered in Stamford, Conn., is a global packaging company that delivers high-value packaging solutions and products to the world’s most recognized companies in the food and beverage, media and entertainment, personal care, cosmetic and healthcare industries. The company also has market-leading positions in its Consumer & Office Products, Specialty Chemicals and Specialty Papers businesses. MeadWestvaco, with operations in more than 29 countries, has been selected for the Dow Jones Sustainability Indexes, and manages its forestlands in accordance with the Sustainable Forestry Initiative®. For more information, please visit www.meadwestvaco.com.

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