

News Release

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Boise® FIREWORX™ Premium Colored Papers Offer Enhanced Environmental Sustainability with Chain of Custody Certifications

BENSENVILLE, Illinois – Boise Inc. (NYSE: BZ), announced today that effective January 1, 2009, all Boise® FIREWORX™ colored papers will carry either Forest Stewardship Council (FSC) or Sustainable Forestry Initiative® (SFI®) Chain of Custody certification. Chain of custody certification is achieved through tracking and documenting raw materials from the forest to the consumer, including all successive stages of processing, transformation, manufacturing, and distribution. The addition of these certifications to the *Boise FIREWORX* product line strengthens Boise's strategy of growth in premium office papers and reinforces our commitment to fiber from responsibly managed sources.

Additionally, the company has improved the *Boise FIREWORX* ream wrap from plastic to paper. Unlike petroleum-based plastic wrap, paper wrap is easily biodegradable and made from wood, a sustainable resource.

"When we developed *Boise FIREWORX* colored papers, we wanted to create a compelling brand that combined high-performance with environmental stewardship," said Steve Kanda, brand manager for *Boise FIREWORX*. "We believe that, by expanding the environmental benefits of these products, we will deliver greater value to our customers. As we reviewed the line, we concluded that a combination of paper ream wrap, 30% recycled content, and chain of custody certification was the logical next step in positioning our brand."

“Since its introduction, the *Boise FIREWORX* brand has been widely embraced by both new and existing customers,” said Kanda. “We have been pleased with the enthusiastic response to the brand in a sluggish economic environment.”

Launched in 2007, the *Boise FIREWORX* brand was created to offer a full complement of brights and pastels all under one brand. Now just over a year old, the brand has been expanded to include its 28th color with the addition of Golden Glimmer™ in response to customer requests. For more information about *Boise FIREWORX*, visit www.BoiseFIREWORX.com.

About Boise Inc.

Headquartered in Boise, Idaho, Boise Inc. (NYSE: BZ) manufactures packaging products and papers including [corrugated containers](#), [containerboard](#), [label and release](#) and [flexible packaging papers](#), [imaging papers](#) for the office and home, [printing and converting papers](#), [newsprint](#), and [market pulp](#). Our entire team of more than 4,600 employees is committed to delivering excellent value while managing our businesses to sustain environmental resources for future generations. Visit our website at www.BoiseInc.com.