

News Release

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Boise® Unveils Compel™ Semi Gloss Label Family of Products Expands Offering for Pressure Sensitive Label Market

BENSENVILLE, Illinois – Boise Inc. (NYSE: BZ) Label & Release announced today the launch of **Boise® Compel™** Semi Gloss Label, a prime label facestock tailored for pressure sensitive marking and decorating applications. Boise Compel Semi Gloss Label expands Boise's market leading portfolio of products designed for the pressure sensitive industry and provides customers an alternative to the declining set of options resulting from industry supply disruptions and consolidation. This new product introduction is a component of Boise's strategy to grow specialty and premium papers driven by packaging related demand.

The key end-use functionality of a prime label is to compel consumer purchases and communicate product details. Boise Compel Semi Gloss Label excels in both objectives through exceptional gloss, high brightness, and excellent print quality. Boise addresses these needs through production capabilities that include effective trim widths for the industry, strength properties, and consistent quality to ensure efficient performance throughout the supply chain. Boise has strengthened this product line by offering the industry's most desired sustainability attributes, including chain of custody certification and recycled

content. The Boise Compel family of facestocks will be featured at Label Expo Americas at booth 3529, September 9-11 in Rosemont, Illinois.

"We are excited to extend our market-leading pressure sensitive offering to include the semi gloss prime label category," said Daniel Brown, director of marketing and strategic planning for Boise Inc.'s Label & Release business. "This introduction extends our leadership beyond release liners and niche facestock offerings. Boise's commitment of capability and capacity for Compel Semi Gloss Label is critical to address the declining supply in the North American market."

In addition, Boise Inc. is re-launching their food label facestock product line under the Compel prime label brand as Boise Compel Food Label. Similarly, Boise is re-launching its variable information label products under the **Boise Inform™** brand, which will include Boise Inform Office Label and Boise Inform Data Label.

About Boise Label & Release

Boise Label & Release is a leading supplier of release liner and label facestock papers to the global pressure sensitive industry. Our substrates are incorporated into pressure sensitive laminate constructions for use in label, graphic, health and medical, and tapes and industrial applications. Boise provides customers with the highest level of value through capability, insight, and collaboration. Visit us at www.boiselabelrelease.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.