

Webcom FSC Newsprint At Price Parity

Toronto - April 29, 2008 – Webcom announced today the addition of yet another important paper to its eco-friendly Legacy line for printing books, catalogs and directories. The Legacy Standard News 100% recycled paper is the first newsprint grade in North America to be certified by the Forest Stewardship Council. Whereas prices for recycled paper generally exceed grades made solely from virgin wood fibre, the price gap between Legacy Standard News 100% and its virgin predecessor has been eliminated.

“The introduction of Legacy Standard News 100% to our inventory of environmental paper is significant for two reasons. One, for the FSC certification and secondly, for the cost benefit to our customers who publish directories and catalogs” says Mike Collinge, President and CEO at Webcom. “This paper signifies a clear shift in the tide away from the use of virgin fibre in favour of recycled FSC-papers.” This new paper contains 85% post-consumer waste, process chlorine-free and thereby qualifies as an Ancient Forest Friendly paper as well as being FSC-certified.

The combined environmental and cost benefits are achieved in part by the near proximity of sourcing the newsprint locally. Transportation is minimized, contributing to the overall improvement to the carbon footprint.

Until this point, recycled newsprint was ordered as a specialty item for customers printing larger-volume projects. Adding it to the Webcom inventory at price parity will improve accessibility to all customers looking for an environmentally friendly newsprint grade of paper.

Earlier this year Webcom issued an environmental policy with a target of 40% usage of recycled paper by 2012, including 12% within the first 12 months. This latest addition to the Legacy grades is expected to give Webcom a boost toward that goal and reach a level of 14% of recycled content by the end of 2008.

Prospective buyers can obtain a copy of the Webcom Environmental and Paper Procurement Policy or a list of the latest Legacy grades of paper by submitting a request online at www.webcomlink.com.

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About Webcom Inc.

Webcom is a full-service book manufacturer offering both traditional and digital printing to customers and publishers of books, catalogs and directories across North America. Its offer includes an extensive range of inventory paper from 22.5 to 60 lbs., multiple bindery options, specialty coating treatments, and countless trim and run-sizes. Services start with early planning, initial prepress preparation and extend beyond print production to support customers with product warehousing and fulfillment needs. Webcom is certified by the Forest Stewardship Council to ensure the source of eco-friendly paper. About half of the paper grades in inventory carry the Legacy name indicating high levels of environmental integrity; most grades containing 100% recycled content. Webcom is distinguished by its reputation that started in the mid-70s as an early adopter of technical innovation and lead the book industry in Canada and the U.S. with web offset printing, later introducing Otabind™ lay-flay binding and integrating digital technology.