

MeadWestvaco Receives Top Innovation Award at Annual Paperboard Packaging Council Competition

Company's Unique Consumer Packaging Solutions Boost Brand Image and Enhance Functionality

RICHMOND, VA –March 14, 2007 - MeadWestvaco Corporation (NYSE: MWV) received top honors in innovative consumer packaging solutions at the Paperboard Packaging Council's (PPC) annual competition on March 7, 2007, in Nashville. The PPC, the nation's leading trade association serving suppliers and converters of all forms of paperboard packaging, awarded the company with the Innovation Award and a Gold Award for its electronically-enabled Kent cigarette box. MeadWestvaco also took home four additional Gold awards in consumer packaging solutions.

"MeadWestvaco's record of achievement in package development is really quite remarkable," said Jerome T. Van de Water, president, PPC. "It is quite evident that their designers and engineers are well organized for innovation. The steady stream of new ideas and applications we are seeing is the kind of thing that only happens where there's dedication, refined processes and resources in place. Congratulations to MeadWestvaco on their latest round of success."

The Kent cigarette box, marketed for British American Tobacco, was created in partnership with T-Ink, developer of a patented printing process that enables voice, sound, light or motion communication without the use of bulky, costly wires, switches, buttons or other traditional electrical components. Through the use of the conductive ink technology, the Kent package features visual lighting capabilities that activate when touched, creating a memorable and interactive customer experience.

"MeadWestvaco's goal is to connect our customers as strongly as possible to their consumers through effective, powerful packaging solutions. Receiving PPC's Innovation Award is a wonderful acknowledgement of our ability to go beyond one-dimensional packaging," said Bill Biedenharn, president, Consumer Solutions Group, MeadWestvaco. "By partnering with T-Ink, we're able to expand the power of packaging even further by adding a new layer of communication through light, sound or motion, making it truly stand out on the shelf."

"Our partnership with MeadWestvaco is poised for many new directions in smart packaging and we look forward to defending the Innovation Award next year," said Jonathan Press, executive vice president, T-Ink, Inc.

MeadWestvaco also received Gold awards for the following products:

- Multi-piece DuoDozen® beverage package for Anheuser-Busch – *a high strength, high quality and cost efficient paperboard-based alternative to corrugate*
- Soccer Bandoleer beverage package for Coca-Cola – *a promotional package designed for the World Cup featuring eye-catching graphics and a unique circular shape encasing a soccer ball*
- Cluster-Sleeve™ beverage packaging for Arany Aszok – *a unique 7-bottle package that features ease-of-carrying, material strength, and promotes the company's "one-a-day drink" campaign*

- Mary Kay® Affection™ Evolution™ Box – *designed by MeadWestvaco*
AGI/Klearfold, the cost-efficient essentials and luxury package offers a prestige look, rigid feel and high performance

About MeadWestvaco

MeadWestvaco 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, home and garden, 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 all of its forestlands in accordance with internationally recognized forest certification standards. For more information, please visit www.meadwestvaco.com.

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