



APRIL Opens First Middle Eastern Office in Dubai

(1 August 2007, Dubai) - APRIL Fine Paper, the commercial arm of APRIL, one of the world's leading integrated fiber, pulp and paper producers, today opened its first sales office in the Middle East. Situated in Dubai, United Arab Emirates, this move signifies the growing importance of the region's market to the company, driven by a rising demand for high-end, high-value uncoated woodfree paper.

"APRIL Fine Paper is well-positioned to fulfill this strong demand with our increased capacity, quality products and proximity to this region," said Mr Sunil Sood, the Executive Vice President of APRIL Fine Paper. "The opening of this sales office is also a show of our commitment to our customers in the Middle Eastern region, with whom we hope to forge long-term, mutually-beneficial relationships with."

APRIL has a network of offices worldwide and manufacturing operations in Indonesia and China. The company offers its high quality paper products which are made from fibers sourced from sustainably managed plantations and manufactured under the strictest environmental standards. APRIL's plantations in Indonesia have achieved LEI certification (Sustainable Forest Plantation Management) as well as the ISO 14001 (Environmental Management System) standard. Its mills' clean and green production processes are also ISO 9001 and ISO 14001 certified. APRIL Fine Paper markets premium quality offset rolls, folio sheets and cut-sizes. Its flagship brand, PaperOne is distributed in more than 50 countries. Other brands include Lazer IT, Copy & Laser, Dunia Mas, Excellent Copy as well as Perfect Print.

For more information, please visit www.aprilasia.com or www.paperone.com or contact the following:

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