



Date: January 7, 2011

From: Wisconsin Paper Group, Inc. / WPG Shippers Association

Subject: **WPG Shippers Association Will Not Take A Rate Increase – Again!**

Neenah, WI - The **Wisconsin Paper Group, Inc.**, parent company of **WPG Shippers Association** will enter the new year with no price increase for distribution services to its customers. WPG has been able to minimize costs and maximize efficiencies resulting in a zero percent rate increase for its members for the second year in a row and fourth time in five years.

“Businesswise, WPG enjoyed a successful 2010,” said Tom Murray, WPG’s President & CEO. “We met and surpassed our business goals which enabled WPG to extend another year of stable pricing. This was all possible because of a combination of several factors including our focus on value to the customer, our internal cost control and our employees efforts.”

Going forward, WPG Management’s principle business plan is for targeted growth in 2011 and beyond. According to Terry Hansen, WPG Account Executive, “Our competitors have taken several price increases in the last couple of years. By holding rates, WPG will be even more competitive in our markets.”

The Wisconsin Paper Group was established in 1934, uniquely formed as a not-for-profit shippers association, still the only such company in America.

Entering into its 77th year, the Wisconsin Paper Group, along with its subsidiary WPG Shippers Association, continues to offer its members/customers reduced transportation cost, improved service, logistics support, value-added services and the distribution management of various products to points across North America.

Thank you,

WPG Shippers Association

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