

For Immediate Release
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PAPERCONE CORPORATION MARKS INAUGURAL OF EMA FOUNDATION ENVIRONMENTAL INITIATIVE FUND

July 25, 2007, Alexandria, VA - - Papercone Corporation, an envelope manufacturing company based in Louisville, KY, has made a \$50,000 commitment to the Environmental Initiative Fund, recently established by the Envelope Manufacturers Association Foundation (EMAF) for Paper-Based Communications. The Foundation will use gifts to this dedicated fund to help educate consumers and mailers about environmental initiatives within the envelope industry, to conduct research to solidify the industry's perspective on environmental issues, and to promote the industry's efforts for a clean environment.

Brooks Bower, chairman of the Foundation and chairman & CEO of Papercone noted, "It is very important for companies involved in the paper-based communications industry to support environmental initiatives through this fund. The EMA Foundation has done an excellent job conducting research and promoting our industry. It's a fact of life that environmentalists have us, collectively, under a microscope. We need to show our own customers and everyone else how and what the envelope industry is doing to promote a healthy and clean environment."

Contributions to the Environmental Initiative Fund or to other EMAF-sponsored programs and projects are tax deductible, as provided by law. For more information about the EMA Foundation, please visit www.emafoundation.org.

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About the EMA Foundation

The Envelope Manufacturers Association Foundation for Paper-Based Communications supports the paper-based communications industry by designing and implementing a key research and education agenda for companies in the envelope industry and the customers they serve. The Foundations seeks to identify and analyze major trends affecting the paper-based communications industry; to position paper-based communications as a key participant in the information age; to develop key relationships with academic institutions and allied industry partners to monitor and support focused research; and to encourage career participation in the paper-based communications industry.