



FOR IMMEDIATE RELEASE
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**XPEDX EXPANDS CUSTOM BRANDING,
SUPPLY CHAIN SERVICES FOR RETAILERS**

From design to in-store delivery, xpedx provides not-for-resale goods and tailored services to retailers seeking to enrich their customers' brand experience

Will discuss offering at GlobalShop 2007 in Las Vegas March 7-9

LAS VEGAS, March 6, 2007—Most global retailers today want to deepen their brand's relationship with customers—and they know the importance of not-for-resale in accomplishing that goal.

But when it comes to execution of the entire not-for-resale operation, retailers typically have three choices: handle the entire job themselves, parcel some of it out to a variety of niche players, or partner with a company that can handle all aspects of the retailer's not-for-resale goods—even their total supply chain.

“There's a lot to consider these days,” explains Gary DeVillers, vice president and general manager of the xpedx Greensboro (N.C.) division. “Things like designing packaging and other goods, sourcing, global warehousing and distribution to their stores. We're finding that retailers increasingly want help managing these services. They also want a deeper customer interaction with the brand, in-store and beyond.”

The xpedx Custom Retail Solutions group will be available at GlobalShop 2007, Las Vegas, to discuss its offering. xpedx is at Booth 1862 at the Sands Expo Center at the Venetian, March 7-9.

DeVillers said xpedx designs, sources, and delivers custom shoppers, gift boxes, tissue, hangers, packaging and a wide variety of other customized not-for-resale items “that express your brand and deliver the experience customers want and expect today.”

Other xpedx capabilities in packaging and store services include kitting, developing and implementing program rollouts and executing holiday and seasonal programs.

At the center of the xpedx Custom Retail Solutions offering is an information management system that ties all product-related data together, giving the retailer complete transparency to all aspects of their supply chain—from demand planning to inventory to current status of their product shipments to invoices.



xpedx designs and delivers specialty not-for-resale goods such as private-label bottled water, food items and other brand-building, in-store amenities. It also handles the sourcing and delivery of other non-retail items including mannequins, fixtures, racks, shelves, pens, paper, forms, coffee and staplers.

DeVillers said business is brisk with a growing client roster of well-known retailers, including many high-end specialty chains. "One national luxury footwear chain was so impressed with the quality of execution, our tailored approach, and our supplies that it now considers us an extension of their company in the purchasing and sourcing of its not-for-resale goods."

For more information visit xpedx representatives at Booth 1862 during GlobalShop 2007, or call 800-213-9128.

About xpedx

Loveland, Ohio-headquartered xpedx, an International Paper company (NYSE: IP), is one of the largest distributors in North America, bringing tens of thousands of businesses the goods they use and sell every day. The company, which has more than 7,000 employees in 250 locations, posted more than \$6.7 billion in revenues last year.

xpedx is also playing an increasing role across North America and worldwide by providing end-to-end logistics services to large and mid-size corporations. xpedx roots in distribution and inventory management date back to 1833.

The company provides the full scope of end-to-end logistics and distribution services: asset management, business integration, order management, warehousing and distribution, transportation management, reverse logistics, ocean freight services, customs brokerage, supplier relationship management and performance measurement.

xpedx provides a custom mix of delivery type—mode and carrier—along with proven inventory management expertise, state-of-the-art IT systems, real-time reporting tools, VMI and customization/sub-assembly. Its e-commerce system, anchored by xpedx.com, handled more than 5.5 million orders in 2006 worth \$1.2 billion.

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Editor's Note: xpedx is always spelled all lower case.

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