

CONTACTS:

Julie McEwan
Media Contact
MWV
937-495-5717
julie.mcewan@mwv.com

Dave Patrick
Chief Marketing Officer
The David Allen Company
805-646-7695, ext. 219
dave.patrick@davidco.com

MWV Consumer & Office Products Collaborates with David Allen Company to Develop GTD tools® to Support *Getting Things Done* Productivity Principles

KETTERING, Ohio (January 12, 2009) – MWV Consumer & Office Products, a division of MeadWestvaco Corporation (NYSE:MWV), and leading manufacturer of planning and organizing tools, office products and school supplies, in collaboration with David Allen Company, has developed a line of GTD tools®, inspired by David Allen’s bestselling book, “*Getting Things Done*.”

The line of 13 products combines Allen’s groundbreaking work-life management system with the quality and functionality that MWV’s AT-A-GLANCE® brand has brought consumers for nearly half a century. Products include the GTD Coordinator™, a collection (in)box, tickler file and leather note taker wallets.

“Together, *Getting Things Done* and GTD tools from MWV can help transform feeling overwhelmed and overloaded into an integrated system of stress-free productivity,” said David Allen, chairman and founder. “Whether you are an influential executive, a busy home manager or a serious student trying to achieve good grades, GTD tools can help by streamlining ways to capture and organize information in written and printed forms.”

“Our agreement with David Allen Company allows us to bring innovative *Getting Things Done* products to our customers, which in turn allows our customers to offer these unique work and life management tools to the end consumer,” said Don Sommerville, vice president of marketing, MWV Office Products Group.

For more information on GTD tools, or to purchase products, visit select Staples retail outlets, or log on www.ataglance.com/GTD or www.davidco.com.

About MWV Consumer & Office Products

MWV Consumer & Office Products, a division of the MeadWestvaco Corporation, is the leading manufacturer and marketer of the most trusted brands in school supplies, office products, planning, and organizing tools, including Mead®, Five Star®, AT-A-GLANCE®, Cambridge®, Academie®, Day Runner® and Amcal® brands, among others. MWV Consumer & Office Products produces notebooks, folders, decorative calendars, stationery products, and time management and personal organizers for every stage of life. For more information, please visit www.mead.com.

About MWV

MeadWestvaco Corporation (NYSE: MWV), provides packaging solutions to many of the world's most-admired brands in the healthcare, personal and beauty care, food, beverage, media and entertainment, and home and garden industries. The company's businesses include Consumer & Office Products, Specialty Chemicals, and the Community Development and Land Management Group, which sustainably manages the company's land holdings to support its operations, and to provide for conservation, recreation and development opportunities. With 23,000 employees worldwide, MWV operates in 30 countries and serves customers in more than 100 nations. MWV manages all of its forestlands in accordance with internationally recognized forest certification standards, and has been named to the Dow Jones Sustainability World Index for the fifth consecutive year. For more information, please visit www.mwv.com.

About David Allen Company

The David Allen Company (www.davidco.com) is a professional training, coaching, and management consulting organization, based in Ojai, California, USA. Founded in 1996 by veteran management consultant and best-selling author, David Allen (Getting Things Done: The Art of Stress-Free Productivity), the company provides consulting, seminars, coaching, and products that facilitate the implementation of the best practices of productive and satisfying work.

###