

FOR IMMEDIATE RELEASE



“SMOOTH NEW FOCUS” FOR DOUBLE A DOUBLE A PAPER ANNOUNCES NEW DISTRIBUTOR

SYDNEY, 15 September 2009 – Premium quality copy paper manufacturer, **Double A**, has announced its partnership with Focus Paper for the distribution of **Double A**'s paper products in Australia.

From 2 November 2009, all customers will be able to purchase **Double A** products from Focus Paper. Until this date, Edwards Dunlop will continue distributing the **Double A** stock in its possession.

Thirawit Leetavorn, **Double A** senior executive vice president, says the new distributor partnership in Australia would build on the strong foundations **Double A** had established within the Australian paper market in the past five years.

“The competitive environment has evolved dramatically, especially in the past 12 months. New Brands have entered the market aggressively and consumers are becoming much more discerning. We believe this new partnership with Focus Paper will provide the clear, single-minded and straight forward direction needed to further grow and strengthen the **Double A** Brand. The brand has come far in terms of establishing itself in Australia and Edwards Dunlop has been a key partner in achieving this. We thank the Edwards Dunlop Team for the successful working relationship of the past few years. With our new partnership with Focus, we aim to continue to build on this strong foundation” Mr Leetavorn said.

Focus Paper is Australia's newest fine paper merchant servicing the offset and digital print market. Having opened the first office in 2003, Focus now spans the eastern seaboard. Focus has hand-picked new ranges of products which offer the perfect balance of quality, value and environmental responsibility.

“The **Double A** paper range is a perfect fit for the direction Focus wants to move forward in. **Double A** is known for its high quality pulp, which produces smoother copy paper. Furthermore, we've been impressed by **Double A**'s unique environmental background. **Double A** is the only copy paper available in Australia produced from Farmed Trees, a concept which eliminates the need for deforestation or land clearing by utilising the gaps between the rice, cassava, and various other crops of Thai farmers” says Ian Harry, director of Focus Paper.

“**Double A**'s strong environmental story goes beyond the sourcing of the pulp. I understand that the **Double A** mill uses tree waste to fuel 100 per cent of the mill's energy requirements and has its own purpose-built 36 million cubic metre reservoir to

collect rainwater, which it uses to irrigate the trees. **Double A**'s water consumption is also 90 per cent lower than its competitors”.

“It’s a strong enviro-friendly story to tell, and we’re helping to communicate the **Double A** message in the market” Harry adds.

In the coming weeks, Focus Paper will be providing all **Double A** customers with detailed information regarding the new arrangement.

“Our commitment is focused on growing the **Double A** Brand with our customers. By partnering with Focus Paper, we will continue to forge a closer and stronger relationship with our customers”

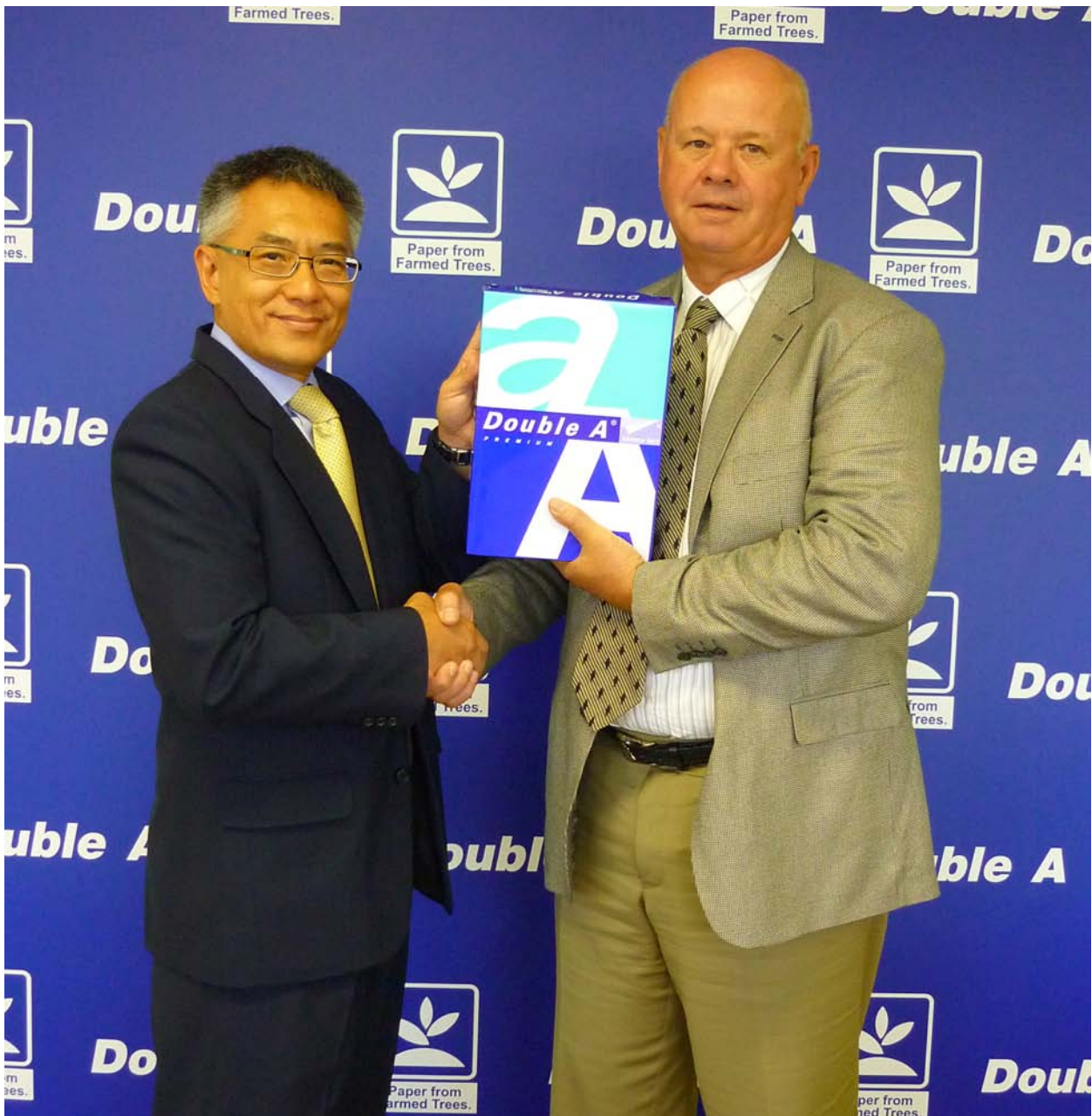


Image: **Double A** Senior Executive Vice President and Ian Harry, Director, Focus Paper

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About Double A

Double A paper is manufactured by Advance Agro Public Company Limited, one of the most advanced fully-integrated pulp and paper manufacturers in the world. **Double A** paper is produced from farmed Australian-originated eucalyptus trees grown by 1 million contract farmers in Thailand. **Double A's** Farmed Trees release 1.6 million tonnes of oxygen into the atmosphere every year, they save precious old growth forests from logging and support farming families by providing extra income. **Double A's** pulp and paper production practices set an industry benchmark in environmental responsibility. **Double A's** purpose-built 36 million cubic metre reservoir collects rainwater and run off, and is used to provide the mill with 100% of its water needs, while recycled water is used to irrigate the trees. Additionally, the **Double A** mill burns its tree waste (bark and lignin) to provide electricity for the mill, saving 200 million litres of oil being used annually. **Double A** produces a smoother, brighter, whiter, high-quality copy paper that helps businesses to run smoother with minimal impact to the environment. **Double A** paper and stationery products are available in 100 countries worldwide.

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