

NEWS RELEASE

For Immediate Release

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Product Genesis, and Appleton Papers to Present at the 6th Annual PDMA/IIR Front End of Innovation Conference.

Cambridge, MA, 2008– Jeff Hovis from Product Genesis, the premier Strategic Innovation consulting firm, along with Ted Goodwin at Appleton Papers announced they will co-present at the 6th annual PDMA/IIR Front End of Innovation Conference.

The Presentation outlines the odyssey of Appleton Papers, a century old producer of technical papers and specialty films, in creating an innovative new micro-encapsulation services business unit as the foundation for its next century of growth.

The key deliverables that the audience will gain:

- Methods for mining core competency gems as an engine for innovation (and methods for deciding what to leave behind).
- Using partnerships up and down the value chain to create new, flexible business models.
- Learn how to understand new markets, customers and business models that violate all the innate instincts in the mature corporation (and quickly build on these learnings).

As a sponsor of the 6th annual PDMA/IIR Front End of Innovation Conference, friends of Product Genesis receive an Early Bird discount of 25%. When registering for the conference, use the following discount code: SPONM2004PG

You can register for the event at the following link:
https://www.ilirusa.com/frontend/14564.xml?state=select_event

About Product Genesis:



Product Genesis, headquartered in Cambridge, Massachusetts, specializes in Strategic Innovation management consulting services that help our clients create new business opportunities, a sustainable competitive advantage, and increased shareholder value. Spun out of the MIT Innovation Center in 1986, Product Genesis has worked with diverse organizations from Global 1000 corporations, to venture capital and private equity-backed firms, accelerating their success in the medical, industrial, commercial, consumer and technology markets.

For more information about Product Genesis, visit: www.productgenesis.com

About Appleton Papers:



Appleton uses ideas that make a difference to create product solutions through its development and use of coating formulations and applications, encapsulation technology, and specialized and secure print services. The company produces carbonless, thermal, security and performance packaging products. Appleton is headquartered in Appleton, Wisconsin, and has manufacturing operations in Wisconsin, Ohio, Pennsylvania, Massachusetts and the United Kingdom, employs approximately 3,300 people, and is 100 percent employee owned.

For more information about Appleton Papers, visit: www.appletonideas.com