



Rainforest Alliance

**FOR IMMEDIATE RELEASE**

**May 15, 2007**

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**Rainforest Alliance to Laud Potlatch Corporation  
Environmental and Social Responsibility at Organization's 20<sup>th</sup> Anniversary Gala**

The Rainforest Alliance, a nonprofit international conservation organization, is pleased to announce that Potlatch Corp. will be recognized at our 20<sup>th</sup> anniversary gala on May 16 in New York City. The awards to Potlatch and six other companies and one individual are recognition that they have significantly advanced the goals set forth by the Rainforest Alliance and have integrated environmental and social sustainability into their work.

In an industry long embroiled in controversial environmental issues, Potlatch stands apart from the crowd in its dedication to environmentally and socially responsible forest management. The Washington State-based business owns and manages more than 1.5 million acres in Arkansas, Idaho, Minnesota and Wisconsin, and has 13 manufacturing facilities that produce lumber, plywood, particleboard, bleached paperboard, pulp and tissue products. Potlatch practices a mix of natural and plantation forest management, and has planted more than 190 million trees since 1990. The company also invests in continuing education for professional foresters, and has a college scholarship program for high schools located near its operations. Potlatch has earned Forest Stewardship Council (FSC) certification for all of its long-held core forestry operations, for most of its lumber facilities, and is currently taking steps to get FSC certification for its newly acquired land in Wisconsin. Potlatch has worked with various conservation organizations to ensure that the company's forests continue to provide habitat for wildlife and migratory birds. Potlatch has worked closely with the Rainforest Alliance on the certification of its lands in Minnesota, Arkansas and Wisconsin.

"The Rainforest Alliance is proud to recognize Potlatch Corp. for incorporating a responsible approach to its forest practices," said Tensie Whelan, executive director of the Rainforest Alliance. "We are encouraged by the expansion of a greener culture at Potlatch that is helping tip global markets toward sustainability."

The Rainforest Alliance will honor emerging leaders in the sustainability movement at our 20<sup>th</sup> anniversary gala awards dinner at the American Museum of Natural History in New York City on May 16, 2007. Proceeds from the gala benefit the Rainforest Alliance sustainable agriculture, forestry and tourism initiatives.

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