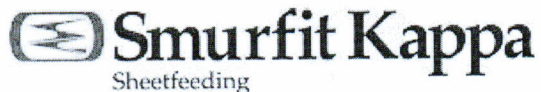


MAY 2010 UNCORRECTED



Cumberland Packaging
Unit 2
Bay 6
Campfield Road
Shoeburyness
Essex
SS3 9BX

Wednesday, 07 April 2010

Dear John,

I am writing to inform you of further upward movement in paper prices that have been announced effective 12th April 2010 of 7%.

This latest increase is driven by a combination of factors, including escalating recovered paper price, contributing towards higher input costs for the mills.

As with previous increases it is unrealistic for us to absorb this latest cost increase.

I have attached a copy of your new price list that is effective on all deliveries made on or after Tuesday 4th May 2010.

I should advise you that the paper market remains extremely tight and further increases have been announced effective during the first week in May on both recycled and Kraft papers. This is likely to result in a further increase in Sheet prices in early June.

Once again I would like to thank you for your continued support and understanding during this period of price volatility.

Yours sincerely

A handwritten signature in black ink that reads 'Mark Richards'. The signature is written in a cursive style with a large, looped 'M'.

Mark Richards
Sales and Marketing Director
Smurfit Kappa Sheetfeeding