



## **Verso's Coated Sheetfed and Digital Paper Portfolios Go Whiter and Brilliantly Brighter**

See the *Brilliantly Brighter* Difference Now in a New Printed Promotion

**MEMPHIS, Tenn. – March 1, 2017** – Verso Corporation (NYSE: VRS), a leading North American producer of printing papers, specialty papers and pulp, today announced an increase in the brightness and whiteness of every product in its coated sheetfed and digital paper portfolios, and introduced *Brilliantly Brighter*, a new printed promotion showcasing these products.

"Verso continues to invest in our Graphic Papers business as we collaborate with our customers to meet their long-term needs and address market trends," said Verso President of Graphic Papers Mike Weinhold. "Customers want a paper supplier who listens to them, responds effectively to the evolving marketplace and invests for the future, and Verso is committed to doing all three."

"We're not just changing one grade, we are increasing the brightness of our entire sheetfed and digital paper portfolios," said Verso Brand Manager Tanya Pipo. "We've also improved the shade of these products, making them a cleaner, crisper, whiter white. Our customers asked for brighter, whiter products without increasing their cost or compromising performance – and we are delivering."

Sterling® Premium, Sterling® Premium Digital™ and Sterling® Premium Digital™ for HP Indigo increased from 94 to 96 brightness. Anthem Plus®, Blazer Digital®, Productolith® Pts. and Productolith Pts. Digital® increased from 90 to 92 brightness. All of these products are featured with beautiful printing demonstrations in the *Brilliantly Brighter* promotion.

Weinhold adds, "With an unparalleled combination of product, service and performance for the price, these great products elevate Verso to a whole new level in the art of papermaking."

To learn more about Verso's graphic papers, please visit [www.versoco.com](http://www.versoco.com).

### **About Verso**

Verso Corporation is the turn-to company for those looking to successfully navigate the complexities of paper sourcing and performance. The leading North American producer of printing and specialty papers and pulp, Verso provides insightful solutions that help drive improved customer efficiency, productivity, brand awareness and business results. Verso's long-standing reputation for quality and reliability is directly tied to our vision to be a company with passion that is respected and trusted by all. Verso's passion is rooted in ethical business practices that demand safe workplaces for our employees and sustainable wood sourcing for our products. This passion, combined with our flexible manufacturing capabilities and an unmatched commitment to product performance, delivery and service, make Verso a preferred choice among commercial printers, paper merchants and brokers, converters, publishers and other end users. For more information, visit us online at [versoco.com](http://versoco.com).

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