

FOR IMMEDIATE RELEASE

SCA Joins Relief Efforts in Haiti with Financial and In-Kind Donations to the American Red Cross

SCA, with local operations in Drummondville, Quebec and Oakville, Ontario, makes \$50,000 donation, commits to product contributions and dollar-for-dollar employee matching program

Oakville, ON (January 15, 2010)—SCA, a global personal hygiene product company and manufacturer of the TENA® brand of incontinence products, has taken immediate action to support American Red Cross relief efforts following the devastating earthquake in Haiti earlier this week. SCA has committed \$50,000 to the American Red Cross, with additional funds expected to be generated through an employee donation and company matching gift program launching at all SCA businesses throughout the U.S., Canada and Mexico.

In addition, once the “all clear” is given for product donations to Haiti’s devastated regions, SCA will provide vitally needed personal care products to survivors and the disaster relief teams called in to help restore order including tissue, feminine and diaper products. These products will be distributed through SCA’s established channels in the region to increase efficiency of delivery which the Red Cross has indicated is a challenge.

"The recent tragedy in Haiti forces us to recognize the fragility of life and how important the simplest needs are - the safety and well-being of our loved ones, and access to basic, everyday essentials," said Bruno Zepeda, President, SCA Personal Care North America. "SCA and our employees are eager to do what we can to help. As a global company that cares for the environment and the lives of our employees, communities and customers, we want to be a citizen of the world by helping where we can. We hope other companies will continue to do the same."

The employee matching funds program will be directed to both the American Red Cross and Direct Relief International and will begin early next week. It's Canadian operations with more than 100 employees will join with SCA's more than 5,000 employees across the Americas in the matching funds program. Additionally, all of the SCA's business units and facilities are also being encouraged to work with their local Red Cross on fundraising and humanitarian initiatives supporting Haiti earthquake relief.

About SCA Americas

SCA is a \$17-billion global consumer goods and paper company. In the United States, SCA Americas has 2,800 employees at eight manufacturing facilities. With its U.S. headquarters in Philadelphia, Pennsylvania, SCA produces Tork® tissue ‘away-from-home’ products, including about half the paper napkins used in U.S. restaurants, and manufactures the innovative line of TENA® bladder control protection products. SCA is also the sole supplier of sanitary paper products for The Philadelphia Eagles stadium. SCA has been ranked as the second most environmentally-friendly company in the world. For more information please visit <http://www.sca.com>, www.tena.ca, and www.Hygienemattersatsca.com.