

April 15, 2011

To: Wausau Paper Customers

This letter will serve as notice of a price increase of up to 9% on Wausau Paper towel, tissue, wiper, soap, dispensers and specialty products. Select products may increase more than 9%. The percentage of increase will vary by product category. The necessity for this price increase is the result of a continuing inflationary cost environment, particularly for wastepaper and pulp.

Current prices will apply to all orders received by the close of business on Tuesday, May 31, 2011. All orders received on or after Wednesday, June 1, 2011 will be invoiced at the new prices. Orders at current prices will be restricted to 1/12 of your normal annual purchases and must be scheduled for immediate shipment.

Your new stock price lists will be sent shortly. Contracts with fixed expiration dates will be adjusted upon the date of expiration. You will receive new prices 30 days prior to the contract expiration date.

We appreciate your ongoing support of the Wausau Paper Towel & Tissue product line and look forward to a mutually successful 2011.

Sincerely,



Eric Leines
Vice President of Sales & Marketing