

FOR IMMEDIATE RELEASE

Veritiv Launches New Starbrite Opaque Select Private Brand

Veritiv Updates Legendary Starbrite Opaque Brand; Uncoated Paper Available Throughout U.S. Market

ATLANTA (December 10, 2015) – Veritiv Corporation (NYSE: VRTV) has announced the launch of its new Starbrite® Opaque Select brand of uncoated paper with availability throughout the U.S.

“This is a legendary brand that is well-known throughout the print and design community for its combination of quality and value. We expect that the new Starbrite Opaque Select will quickly become the go-to choice in the uncoated paper category,” said Dan Watkoske, Senior Vice President – Print, for Veritiv.

Exclusive to Veritiv, Starbrite Opaque Select is an uncoated opaque brand that delivers exceptional quality through a truly reliable, consistent product. Available in the U.S., the paper offers excellent value through every stage of print production. The paper features 96 brightness, as well as exceptional opacity and fiber formation with a smooth finish for sharp ink contrast.

Starbrite Opaque Select is also FSC® Chain of Custody certified and uniquely positioned in the marketplace for high performance at a competitive price. The product is being offered in matching smooth text and cover and in a full basis weight range in standard sizes. It is also available in both skids and convenient packages, providing more options to meet all printing needs.

Veritiv supplies commercial printers with the leading brands of paper and imaging supplies. The company sells its own private label brands that offer quality and value at an affordable price. Its product lines are designed to meet customer needs across the full range of business paper for all communication applications. This includes books, catalogs, manuals, forms, brochures, booklets, letters, newsletters, flyers, reporting, advertising, and direct mail. Veritiv also utilizes its global network of specialized papermakers to deliver the most comprehensive selection of best-in-class commercial, business, and digital paper products in the market.

For more information on Veritiv’s new Starbrite Opaque Select including stocking charts, specification sheets and to order a print demo, please visit veritivcorp.com/starbrite.

About Veritiv

Veritiv Corporation (NYSE: VRTV), with executive offices in Atlanta, and significant operations in the Greater Cincinnati, Ohio area, is a North American leader in business-to-business distribution solutions. Serving customers across virtually every industry, Veritiv provides print, publishing, packaging, facility and logistics solutions that help shape the success of its customers. Established in 2014, following the merger of International Paper Company’s xpedx division and Unisource Worldwide, the Company employs approximately 8,900 team members across about 180 distribution centers throughout the U.S., Mexico and Canada. For more information about Veritiv and its business segments visit www.veritivcorp.com.

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