



Date: February 15, 2012

From: Wisconsin Paper Group, Inc. / WPG Shippers Association

Subject: **WPG Board Approves 2012 Budget With No Rate Increase to Members**

Neenah, WI – Management of the **Wisconsin Paper Group, Inc.**, parent company of **WPG Shippers Association**, has proposed a 2012 Budget which contains no price increase for their Members. The WPG Board of Directors unanimously passed this 2012 Budget.

This is the third year in a row that the not-for-profit WPG held prices at a zero percent increase. It is also the fifth time in six years WPG has gone without a price increase.

WPG's ability to attain growth goals early in 2011 drove a profitable year despite a softness in the market starting at midyear. "We took 2011 profits and moved them forward to 2012 to cover higher annual freight expenses without raising rates," notes Tom Murray, WPG President & CEO. "The intent is to hold prices for another year, but we reserve the right to restate pricing dependent on the economy and business environment in this election year."

As in 2011, a no price increase strategy in 2012 is to make WPG's rates even more attractive and competitive across all commodities, weight breaks and freight destinations. "We are optimistic that WPG's management of stable pricing and excellent service performance will equate to additional volume," says Terry Hansen, WPG Account Executive. "We may need to adjust line item costs in certain lanes to cover uncontrollable transportation charges such as tolls, road taxes, and other surcharges. But overall our goal is revenue neutral which is good news for our customers and prospects."

The Wisconsin Paper Group was established in 1934, uniquely formed as a not-for-profit shippers association, still the only such company in America.

Entering into its 78<sup>th</sup> year, the Wisconsin Paper Group, along with its subsidiary WPG Shippers Association, continues to offer its members/customers reduced transportation cost, improved service, logistics support, value-added services and the distribution management of various products to points across North America.

Thank you,

*WPG Shippers Association*

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