



PRESS RELEASE

Clearwater Paper Launches ReImagine™ Paperboard Solution

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SPOKANE, Wash.--(BUSINESS WIRE)-- Clearwater Paper Corporation (NYSE: CLW) today introduced ReImagine™, a folding carton paperboard brand with up to 30 percent post-consumer recycled fiber. Inspired by circular economy principles, ReImagine provides high definition print capability and superior converting performance. The new folding carton brand is now available to the company's customers.

"We are excited to introduce ReImagine to our customers, with a quality standard that we believe stands apart from other folding carton options in the market," said Steve Bowden, senior vice president and general manager of the pulp and paperboard division. "Our newly-branded ReImagine is an important part of Clearwater Paper's value proposition, positioning our customers to address growing trends in sustainable packaging."

ReImagine is distinct, offering up to 30 percent post-consumer recycled fiber that is Food and Drug Administration compliant for all types of food contact. This new brand of solid bleached sulphate (SBS) provides an optimized balance of post-consumer recycled fiber and renewable virgin fiber, converting speed, and high definition print capability. The brand also offers Forest Stewardship Council® FSC-C008402 chain of custody certification.

For ReImagine, the company uses Sustana Fiber's Envirolife™ 100% recycled fiber. It has similar characteristics to non-recycled hardwood pulp.

ReImagine is a brand promise that Clearwater Paper will continually evolve to provide customers innovative choices for the circular economy.

FORWARD-LOOKING STATEMENTS

This press release contains certain forward-looking statements within the meaning of the Private Securities

Litigation Reform Act of 1995, as amended, including statements regarding product quality, the company's value proposition, customers, and sustainability. These forward-looking statements are based on current expectations that are subject to change, and actual results may differ materially from the forward-looking statements. Factors that could cause actual results to differ materially include those risks and uncertainties described from time to time in the company's public filings with the Securities and Exchange Commission. The company does not undertake to update any forward-looking statements based on new developments or changes to the company's expectations.

ABOUT CLEARWATER PAPER

Clearwater Paper is a premier supplier of private label tissue to major retailers and wholesale distributors, including grocery, drug, mass merchants and discount stores. In addition, the company produces bleached paperboard used by quality-conscious printers and packaging converters, and offers services that include custom sheeting, slitting, and cutting. Clearwater Paper's employees build shareholder value by developing strong relationships through quality and service.

For additional information on Clearwater Paper, please visit our website at **www.clearwaterpaper.com**

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