



PRESS RELEASE

Clearwater Paper Launches Velora™ Lightweight Paperboard for Everyday Packaging

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SPOKANE, Wash.--(BUSINESS WIRE)-- Today, Clearwater Paper Corporation (NYSE: CLW) introduced Velora™, a new lightweight folding carton paperboard engineered to deliver dependable performance, higher yield and strong value for everyday packaging.

Velora is designed for converters and brand owners seeking reliable packaging performance without moving into premium SBS grades. Made for folding carton and foodservice applications, the product combines strength, versatility and lower basis weights across the caliper range.

"Velora is a strategic expansion of our portfolio. It is purpose-built for value, efficiency and dependable converting performance," said Arsen Kitch, president and chief executive officer. "It complements our premium Candesce® brand while giving customers a strong domestic option in the lightweight segment."

"Converters are looking for straightforward value: performance they can trust, supply they can count on and a lower cost per carton," said Ruomeng Pang, vice president of marketing strategy and development. "Velora was designed for exactly that. Its optimized fiber blend delivers the strength and printability customers need, while helping reduce overall material costs."

Velora's lighter fiber structure supports material reduction and helps customers manage sustainability commitments and regulatory costs. Made in the USA from domestic and imported materials, Velora also provides stable supply and consistent lead times.

Velora meets key food-contact, health and environmental standards, including SFI® fiber sourcing and FDA 21 CFR compliance.

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, product performance, product cost, regulatory compliance, supply chain reliability, 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 Corporation

Clearwater Paper is a premier independent supplier of paperboard packaging products to North American converters. Headquartered in Spokane, Wash., our team produces high-quality paperboard that provides sustainable packaging solutions for consumer goods and food service applications. For additional information, please visit our website at www.clearwaterpaper.com.

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