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Verso Introduces Move the Message

New Promotion Features Sterling® Ultra Web Caliper Covers

MEMPHIS, Tenn., May 10, 2016 /PRNewswire/ -- Verso Corporation (OTCPink: VRSZQ), the leading North American producer of coated papers, today introduced *Move the Message*, a new printed promotion for its Sterling® Ultra web caliper covers.

"*Move the Message* demonstrates the versatility of Verso's broad offering of Sterling® Ultra web caliper covers and provides a wealth of money-saving and performance-maximizing tips, techniques and technical information to help creative and print professionals put the print medium to work for a wide variety of applications," said Verso Senior Vice President of Sales, Marketing and Product Development Mike Weinhold.



In conjunction with the promotion, Verso expanded its line of Sterling® Ultra web caliper covers to include a dull finish offering available in 7 pt., 8 pt. and 9 pt. This addition complements the line's gloss and matte finish offerings, which range from 6 pt. to 10 pt. web covers. The 7 pt. and 9 pt. gloss, dull and matte web covers meet United States Postal Service minimum requirements for direct mail postcards and reply mail.

"Sterling® Ultra web caliper covers are manufactured to caliper specifications at a reduced weight, which means a thicker paper at a lower basis weight, resulting in savings on paper costs and postage," said Verso Brand Manager Jeffrey Pfister. "In other words, printers can produce the same number of impressions with less paper, and when the end product goes through the mail, less weight can translate into lower postal costs."

Sterling® Ultra is one of the broadest offerings on the coated paper market with gloss, dull and matte finishes; text and cover basis weights plus web caliper covers; matte reply card for business reply mail; and a specialized line of digital papers for production inkjet presses.

"Verso's Sterling® brand sets the standard for coated papers made in the USA - and it has for more than 100 years," said Pfister. "If you can imagine it, you can create it with Sterling®. Sterling® Ultra web caliper covers are the go-to-product for a wide variety of print applications such as direct mail and postcards; magazine, catalog or book covers; posters; specialty packaging; menus; and much more."

Contact a Verso sales or merchant representative to get a copy of *Move the Message*. To learn more about Sterling® Ultra web caliper covers, please visit our website versoco.com.

About Verso

Verso Corporation is the turn-to company for those looking to successfully navigate the complexities of paper sourcing and performance. The leading North American producer of printing and specialty papers and pulp, Verso provides insightful solutions that help drive improved customer efficiency, productivity, brand awareness and business results. Verso's long-standing reputation for quality and reliability is directly tied to our vision to be a company with passion that is respected and trusted by all. Verso's passion is rooted in ethical business practices that demand safe workplaces for our employees and sustainable wood sourcing for our products. This passion, combined with our flexible manufacturing capabilities and an unmatched commitment to product performance, delivery and service, make Verso a preferred choice among commercial printers, paper merchants and brokers, converters, publishers and other end users. For more information, visit us online at versoco.com.

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