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For immediate release

Cascades wins an international Stevie award for its *Intelligent™* antibacterial hand towel

Candiac, Quebec, August 18, 2011 – Cascades *Intelligent™* antibacterial hand towel was recently awarded the Stevie trophy for Best New Product or Service of the year, in the health category. The 8th International Business Awards Gala ceremony will take place in Abu Dhabi, in the United Arab Emirates, on October 11, 2011.

The International Business Awards, also known as the Stevies, are among the most prestigious awards of the business world. “We are proud of having been recognized for this prestigious award for our new antibacterial hand towel,” declared Suzanne Blanchet, President and CEO of Cascades Tissue Group. “It is a unique and innovative product that eliminates residual bacteria almost instantly and provides a 30-minute additional protection, contrary to the usual alcohol-based hand sanitizers and antibacterial soaps.”

Winner of five innovation awards since its launch in May 2010, the antibacterial hand towel offers a release process unique to Cascades. Easily recognizable by its green colour, the hand towel offers a sensible and practical solution to reduce bacteria propagation. It is referred to as *Intelligent™* because it compensates for people's imperfect hygienic habits without changing the way they dry their hands.

Since 80% of infections are transmitted by hand contact, the antibacterial hand towel is marketed mainly to sectors where hand hygiene is a daily concern, such as healthcare, foodservice, food processing and education. More information about the antibacterial hand towel is available at: www.cascades.com/bacteria.

The *International Business Awards* were created to honour the outstanding achievements of companies and their staff worldwide. The Stevie award winners are chosen by a prestigious Board of Judges and Advisors and other select business leaders recruited worldwide. More than 3,000 entries from organizations and individuals in more than 40 nations were received for the 8th edition of the International Business Awards. The name Stevie was taken from Stephen, which is derived from "crowned" in Greek. For more information, please visit their web site at: <http://www.stevieawards.com/aba>

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Cascades Tissue Group, a division of Cascades inc., is the fourth largest manufacturer of tissue paper in North America. Founded in 1964, Cascades produces, converts and markets packaging and tissue products that are composed mainly of recycled fibres. The Company employs close to 11,000 employees, who work in more than 100 units located in North America and Europe. Its management philosophy, its years of experience in recycling and its continued efforts in research and development are strengths that enable Cascades to create

new products for its customers. Cascades' shares trade on the Toronto Stock Exchange, under the ticker symbol CAS.

Source:

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