



# Finch Paper LLC

*Established 1865*

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## **For Immediate Release**

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## **Richard J. Carota Announces Retirement as Finch Paper President & CEO;**

### **Former SCA Tissue-North America President Joseph F. Raccuia Named Successor**

GLENS FALLS — Richard J. Carota today announced his retirement as President and CEO of Finch Paper LLC after 53 years of service to the company. Former SCA Tissue-North America President and CEO Joseph F. Raccuia of Wilton will succeed Mr. Carota as President and CEO. Mr. Carota, 71, will continue to serve as Chairman of the Board of Finch Paper LLC and Chairman of the Board's Executive Committee. The changes are effective immediately.

"For more than 50 years, I have had the pleasure of coming to work every day to a job I love and to professional challenges that still excite me. After my family, the people of Finch Paper have meant more to me than anything else in my life," Mr. Carota said. "Though I will no longer have an active role in day-to-day operations of the mill, I am eager to continue working on the long-term success of this business in my capacity as Chairman."

Andrew M. Bursky, Chairman of Atlas Holdings LLC, which co-owns Finch Paper with Blue Wolf Capital Management LLC, said, "For 25 remarkable years, Dick Carota has served Finch Paper as a gifted leader and a smart, tough and tireless competitor. The great respect and admiration Finch Paper has earned among our customers and competitors is due in no small part to Dick's keen vision and steady hand."

"As we enter this new phase in Finch Paper's proud papermaking history, we are fortunate and excited to have a leader with the tremendous experience, ideas and enthusiasm of Joe Raccuia to carry on the Finch traditions of quality paper and unsurpassed customer service."

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Mr. Raccuia, who worked just across the Hudson River from the Finch Paper mill for 12 years during his career with SCA and Encore Paper Company in South Glens Falls before being appointed to head SCA's entire North American operation, said he is proud to have the opportunity to lead Finch Paper.

"Dick Carota is a legend in the American paper industry," Mr. Raccuia said. "I look forward to building on the work he has done to keep Finch Paper highly competitive by reducing costs, making our manufacturing operations as lean and efficient as possible, enhancing product quality, and protecting our reputation as the industry's leading provider of premium customer service."

Mr. Carota, who in 53 years at the mill worked his way up from hourly laborer to Chairman of the Board, led the company through what has been perhaps the most pivotal quarter-century in its 144-year history. During this time, dozens of other mills closed and the U.S. paper industry, once populated by small, largely regional mills, became increasingly dominated by giant, multinational conglomerates. At the same time, the paper market became a place of fierce competition and softening customer demand.

Through Mr. Carota's leadership, Finch Paper continues to successfully compete as a fully integrated, one-mill operation with coast-to-coast sales of premium uncoated printing papers used for advertising and marketing, book publishing and business office purposes. For his achievements, Mr. Carota was named the Paper Industry Management Association Executive of the Year in 1993.

Among his most significant accomplishments, Mr. Carota expanded Finch Paper's market presence and product mix, developing a nationwide network of Finch Paper merchants; spearheaded the company's entrance into the premium text and cover paper market, with the introductions of the Finch Fine and Finch Premium Blend product lines; and championed Finch Paper's receipt of the coveted Forest Stewardship Council (FSC) and Sustainable Forestry Initiative® (SFI) green certifications for the company's forestry practices and its products. He also oversaw a \$20 million modernization of the company's largest and most productive paper machine; the development of a \$25 million cogeneration plant that has made the company largely energy-independent; and the \$10 million conversion to an elemental chlorine-free pulp bleaching process to protect the environment.

Mr. Carota has always said his proudest and most enduring professional accomplishment came in the early 1970s as he spearheaded a complex and all-consuming project to master the company's new and unique ammonium bi-sulfite pulping process. The company had gone in

search of a new and improved pulping technology that would allow it to begin producing the premium printing papers that are its staple today. They turned to its corporate neighbor, Kamyr Inc., to develop a one-of-a-kind continuous digesting process in which both hardwoods and softwoods would be pulped together. The goal was to produce pulp with both high strength and high brightness, but the innovative process was plagued with persistent operational problems. In 1972, after many months of operation without the sulfite process actually producing pulp suitable for making paper, then-Finch, Pruyn Chairman, President and CEO Lyman Beeman selected Mr. Carota, then the youngest paper mill manager in the country at age 32, to direct all his attention to the pulp mill in an effort to correct the problems. Mr. Carota worked more than 300 days there without a day off to get the new process to run properly. He succeeded, and the high-quality pulp the mill began producing has been pivotal to the company's subsequent success.

Most recently, Mr. Carota guided the Company through the 2007 sale of the business by its local owners, principally the descendants of founder Samuel Pruyn, to the partnership of Atlas Holdings LLC and Blue Wolf Capital Management LLC, and the subsequent sale of the company's 160,000 acres of Adirondack forestland to The Nature Conservancy.

Mr. Raccuia brings more than 20 years of paper industry leadership experience to his new position, including six years as president and CEO of SCA Tissue-North America, the \$1 billion manufacturer of 100% recycled napkin, towel and tissue products with 10 U.S. locations serving the "Away From Home" food service, commercial, industrial and healthcare industries.

He also brings a deep familiarity with the Glens Falls region: SCA's South Glens Falls mill served as the launching pad for his SCA career. Mr. Raccuia joined the then-Encore Paper Co. mill in South Glens Falls in 1992 as regional sales manager and earned promotions to senior vice president of marketing and sales in 1995 and to president and CEO in 1998. In 2001, with the sale of Encore to SCA Global, he was named head of SCA's North American operations.

During his tenure with SCA, Mr. Raccuia engineered a 35% growth in sales, taking the company from \$750 million to \$1 billion and propelling SCA to the number-two position in the U.S. Away-From-Home Market. He is recognized for his significant, strategic investments in new product development, and for his customer-focused management approach, which garnered SCA dozens of customer awards based on the company's world-class supply chain and service excellence. Mr. Raccuia also oversaw development of a \$240 million fully-integrated Greenfield tissue manufacturing facility in Alabama.

In addition to these accomplishments, Mr. Raccuia developed an industry-leading alliance with the United Steel Workers (USW) union that, according to a 2006 union publication, resulted in a “formal partnership to engage in an open and honest relationship with one another and to look out for the best interests of the business and its employees.”

“The Finch Paper brand is in demand by printers, designers, publishers and the most successful image-sensitive companies nationwide,” Mr. Raccuia said. “Finch Paper is respected for delivering premium service to its customers and real value across its product lines, and I look forward to continuing and enhancing that value for our customers for years to come. Serving the customer and understanding their needs has always been paramount to me, and will continue to be so at Finch.”

Finch Paper manufactures 250,000 tons per year of uncoated printing papers for corporate marketing materials, direct mail, book publishing and business office use. Founded in 1865 as Finch, Pruyn & Co. Inc., the Company is widely recognized for the quality of its paper, its industry-leading customer service, and its long tradition of practicing and promoting sustainable forestry in the Adirondack region of New York State. The company employs approximately 800 people with an annual payroll of approximately \$40 million.