



**PRESS RELEASE**  
**For immediate release**

### **Appointment of a Vice-President Operations at SFK Pulp**

**Longueuil (Quebec), January 27, 2010** – SFK Pulp Fund (TSX: SFK.UN) is announcing the appointment of Mr. Jean-Pierre Benoît, to the position of Vice-President Operations for the company. As such, Mr. Benoît will oversee the operations at the company's three virgin and recycled pulp mills, located in Saint-Félicien, Québec, in Fairmont, West Virginia, and in Menominee, Michigan.

As part of his new duties, Mr. Benoît will participate in the implementation of our new operational excellence management model in all of our mills. The purposes of this management model are not only to optimize all company activities by standardizing processes throughout the business, but also to generate savings and improve quality, enabling the company to meet its financial objectives and fulfil the needs of its clients.

"SFK Pulp will benefit from his extensive experience in the industry, his knowledge of manufacturing processes as well as his oft-demonstrated leadership in an ever-evolving industry," declared a delighted Pierre Gabriel Côté, the company's President and Chief Executive Officer.

With a Master's Degree in Business Administration from Concordia University and a Bachelor's Degree in mechanical engineering from Laval University, Mr. Benoît is joining the ranks of the SFK Pulp team, bringing with him some 25 years of experience in the pulp and paper industry. Before joining the SFK Pulp team, Mr. Benoît acted as General Manager, East Paper Division of Fraser Papers. Well known in the industry for his management skills, Jean-Pierre Benoît has made his mark thanks to his strong innovative capability, which he has demonstrated in the past by implementing more effective processes and permanent quality improvement initiatives.

Mr. Benoît will begin his new functions on February 15, 2010.

#### **About SFK Pulp**

SFK Pulp (TSX: SFK.UN), a leader in the production and distribution of high-quality virgin and recycled kraft pulp, operates three mills located in Saint-Félicien, Québec, Fairmont, West Virginia, and in Menominee, Michigan. The SFK Pulp workforce totals a little over 500 employees. The company's annual production capacity reaches 745,000 metric tons. The Saint-Félicien mill provides northern bleached softwood kraft pulp (product known as NBSK pulp) to various sectors of the paper industry in Canada, the United States and Europe, for use in the production of specialized products. The Fairmont and Menominee mills manufacture air-dried recycled bleached kraft pulp (product known as RBK pulp) and primarily supply manufacturers of fine uncoated paper, household paper for commercial and industrial uses, and coated paper in the United States.

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#### **Source**

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