



MeadWestvaco Corporation  
Global Headquarters  
501 South 5<sup>th</sup> Street  
Richmond, VA 23219-0501

+1 804.444.7925 T  
[www.mwv.com](http://www.mwv.com)

## PRESS RELEASE

Media Contact	Investor Relations
Kirby Kriz tel: +1 804-444-2719 <a href="mailto:mediainquiries@mwv.com">mediainquiries@mwv.com</a>	Jason Thompson tel: +1 804-444-2556

### MWV Healthcare Collaborates with AARDEX Group to Promote Adherence in Clinical Trials

**RICHMOND, Va.** (October 21, 2010)—MeadWestvaco Corp. (NYSE: [MWV](#)) announced today that it has engaged in a new collaboration for fulfilling “smart” pharmaceutical packaging solutions for clinical trials. MWV Healthcare, the leader in pharmaceutical adherence packaging solutions, has signed a multi-level agreement with AARDEX Group, a leading supplier of scientific products for the measurement and management of medication adherence for over 20 years.

With an established portfolio of solutions that offer educational information, dosing guidance and safety technologies, MWV Healthcare promotes the role of packaging in medication error reduction, including non-adherence. The fact that medication non-adherence leads to unnecessary disease progression and complications, avoidable hospitalizations, premature disability, a lower quality of life, and even death has been clearly established. Adherence-enhancing packaging is a simple, proven way to address non-adherence and realize cost savings and efficiencies for doctors, pharmacists and other healthcare community stakeholders. Adherence packaging can also play an important role in providing tangible health benefits to patients and assisting healthcare providers in enhancing quality of care.

AARDEX Group pioneered electronic medication-event monitoring, now widely recognized as the gold-standard method for compiling patients’ drug dosing histories during clinical trials. A small microcircuit, integrated into the drug package records the time and date of each opening of the package. This technology has been employed in over 500 clinical research studies, published in peer-reviewed journals. Over 500,000 trial participants have used AARDEX Group’s products in such studies.

The objective of this agreement is for both MWV and AARDEX Group to promote the importance of medication adherence and provide innovative electronic patient management solutions and analyses for the clinical trials market. Well-designed packaging can have a positive effect on patient adherence in clinical trials by encouraging more compliant behavior, eliminating double-dosing or omission of dosing, thereby improving trial results. Furthermore, improved patient adherence in a clinical trial setting can result in improved drug performance and increased statistical power. MWV is growing its portfolio of technology, packaging, data and communication solutions in the “smart” field of adherence offerings, adding to its existing Dosepak<sup>®</sup>, Dosepak Express<sup>®</sup>, Med-Easy<sup>®</sup> and Shellpak<sup>®</sup> solid oral dose solutions.

Dr. Theodore Lithgow, President of MWV Healthcare, said “We are delighted to be partnering with AARDEX Group. Their experience and strong analytical capabilities and resources are an excellent match for MWV’s global scale, ability to industrialize healthcare solutions and focus on patient-preferred packaging solutions. We have been active in the Smart Packaging market for many years and are now actively expanding our portfolio of products and collaborations beyond clinical trials. We are encouraging customers and possible partners to contact us to explore additional healthcare solutions.”

Dr. Bernard Vrijens, CEO of AARDEX Group, said “AARDEX Group has provided Medication Event Monitoring Systems (MEMS<sup>®</sup>), monitors and services to clinical researchers in many universities, research institutes and pharmaceutical and biotech companies throughout the world. We expect that our collaboration will accelerate the recognition of variable adherence as the leading source of variability in drug response., Electronic monitoring is the method of choice for measuring and managing medication adherence in clinical research, new drug development, pharmaco-economic evaluations of competing pharmaceutical products and comparative effectiveness research.”

#### **About MWV**

MeadWestvaco Corporation (NYSE: MWV) provides packaging solutions to many of the world's most-admired brands in the healthcare, beauty and personal care, food, beverage, home and garden, tobacco, and commercial print industries. The company's businesses also include Consumer & Office Products, Specialty Chemicals, and the Community Development and Land Management Group, which sustainably manages the company's land holdings to support its operations, and to provide for conservation, recreation and development opportunities. With 19,000 employees worldwide, MWV operates in 30 countries and serves customers in more than 100 nations. MWV manages all of its forestlands in accordance with internationally recognized forest certification standards, and has been named to the Dow Jones Sustainability World Index for the seventh consecutive year. For more information, please visit [www.mwv.com](http://www.mwv.com).

#### **About AARDEX Group**

AARDEX Group is a privately held company, based in Sion, Switzerland, with a research center in Visé, Belgium. Its commercial focus has been to provide goods and services for the reliable measurement of ambulatory patients' use and misuse of prescribed medicines in clinical trials of new or established drugs. AARDEX Group numbers, among its many customers throughout the world, leading clinical researchers working in: laboratories in leading universities, public and private research organizations, and many research-based pharmaceutical companies. For more information please visit [www.aardexgroup.com](http://www.aardexgroup.com)

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