



NEWS RELEASE
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Interfor Introduces New Corporate Identity

Today, International Forest Products Limited (Interfor) introduces a new corporate identity as part of its plan to reposition the Company's global brand. The implementation of a new integrated brand communicates Interfor's ambitious vision for the Company's future while maintaining its legacy as one of North America's leading lumber and building products companies.

The company's new logo is a graphically powerful image of a two-coloured tree paired with a strong typographical font.

"The logo is simple and bold and reflects the Company's primary connection to its resource base as well as the attributes of size, strength and market presence," said Duncan Davies, Interfor's President & CEO.

The new identity replaces the Company's existing Canadian and U.S. labels which include the Interfor, Interfor Pacific, Adams Lake, Acorn and CEDARPRIME brands.

"In addition to reflecting our Company's strength and stability, the new brand gives Interfor a singular face and unites us as a company," said Steven Hofer, Interfor's Vice President, Sales & Marketing. "We now possess a cohesive strategy and brand architecture designed to leverage our unique range of products."

The new Interfor brand was designed by FLIR Creative, a Washington State based firm that specializes in differentiating and positioning new and established brands.

You can learn more about Interfor's new corporate identity at <http://www.interfor.com/identity>.

About International Forest Products Limited (Interfor)

Interfor (TSX: IFP.A) is one of the Pacific Northwest's largest producers of quality wood products. The Company's sawmilling operations have a combined manufacturing capacity of 1.7 billion board feet of lumber with sales to North America, Asia-Pacific and Europe. Interfor is based in Vancouver, B.C., and has manufacturing facilities in British Columbia, Washington and Oregon.