



NEWS RELEASE

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Glatfelter Goes Beyond Paper in Brand Rollout

New Image Signifies Evolution of Global Business

YORK, Pa. (October 22, 2001) - The P. H. Glatfelter Company (NYSE: GLT) introduced a new name and a new look today as the Company launched its new global image. Now known as GLATFELTER™, the Company marks a major milestone in its charge to transform its business and build greater value for customers and shareholders. The new image was unveiled today at The Agricultural and Industrial Museum of York County.

"This is an exciting time for our company," says George H. Glatfelter II, chairman and chief executive officer. "We're going head-to-head with some of the biggest companies in the industry, and we're determined to further differentiate ourselves from the pack. Our new brand image follows extensive planning, research and development and brings together all of the elements that make Glatfelter unique within our industry and within the markets we serve."

The logo and new corporate signature reflect the Company's commitment to world-class marketing and to be the global supplier of choice in specialty papers and engineered products. Glatfelter's new positioning line, *Beyond Paper*™, was inspired by Glatfelter PEOPLE, the Company's employees worldwide who go above and beyond what is expected to meet customers' needs. Beyond Paper underscores the Company's commitment to expanding how the Company delivers value to its customers through new product development and innovation and by adopting new and improved business models. One example of how Glatfelter goes Beyond Paper to deliver customer value is MyGlatfelter.comSM - a first-of-its kind e-commerce business model developed specifically for the Company's customers. The site was developed to exemplify the Company's ongoing efforts to lead the way in customer support.

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ADD 1 – Glatfelter Goes Beyond Paper in Brand Rollout

Glatfelter is a specialty paper manufacturer that serves a diversity of niche markets in the global paper and forest products industry. The Company is focused on meeting the needs of customers both large and small by offering a wide array of product solutions through innovation and customization.

The Company is a market leader of book publishing papers in the United States and a major supplier of tea bag papers worldwide. Furthermore, Glatfelter papers are used in a wide range of additional end products including laminate flooring, postage stamps, playing cards, greeting cards, surgical gowns, signage, apparel tags, and ink jet papers to name a few.

A key component of the Company's Vision is to reach \$1 billion in sales in 2004, with an annual return on capital employed of 17%. The Company posted net sales of \$724 million in 2000.

With headquarters in York, Pennsylvania, Glatfelter is a global manufacturer of specialty paper and engineered products. U.S. operations include facilities in Spring Grove, Pennsylvania, and Neenah, Wisconsin. International operations include facilities in Germany, France and the Philippines. The Company's common stock is traded on the New York Stock Exchange under the ticker symbol GLT.

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