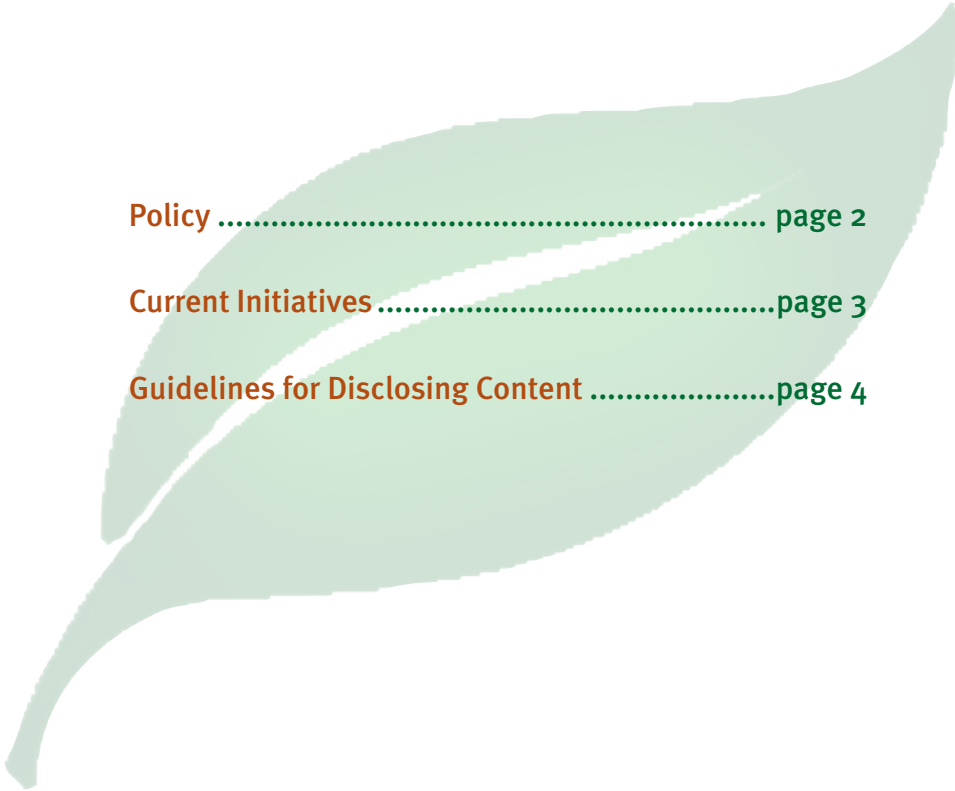


Environmental Paper Procurement Guide









April 2008



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The McGraw-Hill Companies Environmental Paper Procurement Policy

The McGraw-Hill Companies is committed to environmental stewardship, and specifically, to sound paper procurement practices that ensure the sustainability of forests and other natural resources. We have initiated these practices within a framework of sound business disciplines that ensure that we can meet the commitments we have made to all of our stakeholders: employees, customers, and shareholders. We have developed the following standards for the purchase of paper as used by our businesses:

-  We regularly review with our paper suppliers their compliance with all environmental laws and regulations applicable in their countries of operation for papers purchased directly by The McGraw-Hill Companies.
-  We work with our paper suppliers to maximize the percentage of fiber that comes from certified, well managed forests. We encourage improvement and promote the use of independent third party certification. We support sustainable forestry management practices.
-  We give preference to suppliers who have clear policies in place regarding illegal logging and forest habitat of special concern (i.e. old growth, sensitive wildlife habitat). In case of dispute, we expect our suppliers to engage with the appropriate stakeholders for viable solutions.
-  Where possible, readily available and economically viable, we use paper products with recycled fiber content. We communicate to our paper suppliers our interest in the further development of commercially viable new grades of paper that include recycled post-consumer fibers. We also encourage the efficient use and conservation of raw materials.
-  We audit the manufacturing of companies supplying us with paper and require that the pulp be at least elemental chlorine free, non-detect dioxin emissions, and meet all EPA requirements or equivalent standards in other jurisdictions. We expect continuous improvement by our suppliers in reducing the environmental loading per ton.
-  We require a copy of the Environmental Policy of all paper companies supplying paper to The McGraw-Hill Companies.
-  We require a paper company environmental statement to be included in all written Paper Agreements/Contracts.
-  We conduct periodic and on-going reviews of these policies and performance of our suppliers through The McGraw-Hill Companies Environmental Paper Compliance Survey and encourage improvement wherever possible.

The McGraw-Hill Companies Paper Procurement Environmental Initiatives

MAGAZINE INITIATIVES

- Weekly publications use 28# stock, the lightest stock that can reliably be run on current printing presses.
- A comprehensive paper review was initiated for all publications to reduce consumption. Actions to date include:
 - BusinessWeek* switched from 30# to 28# Stock
 - Architectural Record switched from 50# to 45# stock
 - AviationWeek DTI switched from 60# to 45# stock
- In total, changes adopted in 2007 will result in annual consumption reduction of over 1.7 million pounds of paper. These reductions equate to the total annual paper consumption of Aviation Week and BCA.
- Publishing Greensource, an award winning publication focusing on the green building industry, on 100% PCW stock.

BOOK INITIATIVES

- Changed paper stock for a number of soft cover titles from 50# offset to 42.5# groundwood resulting in a consumption reduction of 15% .
- Converted supplemental book series from 60# stock to 50# stock. Pound reduction is conservatively estimated at 640K but could reach over 1.2 million annually depending on volume.
- Exploring lower basis weight for medical texts, with a recent title switching to a stock just 1.5 pounds lighter and reducing consumption by 162K pounds.

ENVIRONMENTAL PAPER POLICY CONTRIBUTES TO ENVIRONMENTAL IMPROVEMENT

- The McGraw-Hill Companies issues a survey to paper suppliers that relates to our paper procurement policy. The survey has contributed to the following environmental improvements:
 - One supplier moved from 0% certified fiber to 100% FSC after the low level of certification was highlighted.
 - Active discussions have started with a supplier regarding their level of certified fiber, their need to improve and possible movement to the FSC controlled wood standard.
 - One showed lower CO₂ per ton year over year due to environmental improvements.
- Vendors were also asked to review our Paper Procurement Policy and note if they are in compliance.

BOOK AND MAGAZINE PUBLISHING INDUSTRY ACTIONS

- Actively encouraging suppliers to develop lighter weight papers—achieved change to MSST (Manufacturing Standards and Specifications for Textbooks) that allows for reduction to 40# stock for two year test period—also exploring additional opportunities related to basis weight.
- Supporting MPA’s effort to promote recycling of magazines
- Participating in AAP’s (American Association of Publishers) Paper Issues Working Group
- Strongly encouraging use of Metafore’s EPAT (Environmental Paper Assessment Tool). McGraw-Hill has actively supported its use since inception as it provides for uniform reporting and better ability to compare performance between mills. Two major suppliers of magazine paper recently agreed to participate and provide McGraw-Hill access to their data.
- We regularly meet with suppliers and encourage environmental improvements—recently acknowledged NewPage’s investment in innovative biofuel initiative and offered assistance.

Guidelines for Disclosing Recycled Content in Paper

Paper Operations receives many inquiries about the proper use of the recycled symbol for McGraw-Hill's printed products. This document shows the symbol to use when identifying recycled content. Any disclosure must show the amount and type of recycled content for the paper used in our products. The level of recycled content is the percentage of recycled fibers that make up the sheet. The type of recycled content refers to whether or not the fibers came from Pre or Post-Consumer Waste (PCW).

If a stock contains Post Consumer Waste, please use the following:



xx% Post-Consumer Fiber

When using multiple paper stocks with different Post-Consumer content you have two options for disclosing the amount of recycled fiber:

1. You may use a single symbol and statement as shown at left. The level of Post-Consumer Fiber should reflect the percentage of the sheet with the lowest recycled fiber content.
2. If you prefer to state the percentage of Post-Consumer content for each of the sheets, it should be clearly defined as shown below:



The pages within this book were printed on paper containing xx% Post-Consumer Fiber.



The cover of this book was printed on paper containing xx% Post-Consumer Fiber.

Additional information can be found in the American Forest & Paper Association's paper recycling symbol guidelines at the following link:

http://www.afandpa.org/Content/NavigationMenu/Environment_and_Recycling/Recycling/Recycling.htm

Please use this document as a guide for Recycled Symbol use only, any other symbol for the environmental aspects of paper must be reviewed and approved by Paper Operations prior to use in any of McGraw-Hill's printed products.

Specific questions regarding the characteristics of paper currently being used or being considered should be directed to:

Teresa Grgas, *Senior Manager*
Paper Operations
teresa_grgas@mcgraw-hill.com

Paper Procurement Policy questions should be directed to:

David Schaefer, *Vice President*
Paper Operations
david_schaefer@mcgraw-hill.com

General environmental inquiries should be directed to:

Louise Raymond, *Senior Director*
Corporate Social Responsibility
louise_raymond@mcgraw-hill.com

Please keep in mind that any environmental questions or proposals must be directed to Corporate Social Responsibility as a matter of policy before speaking to entities outside the Corporation, including suppliers, customers or any other organization.