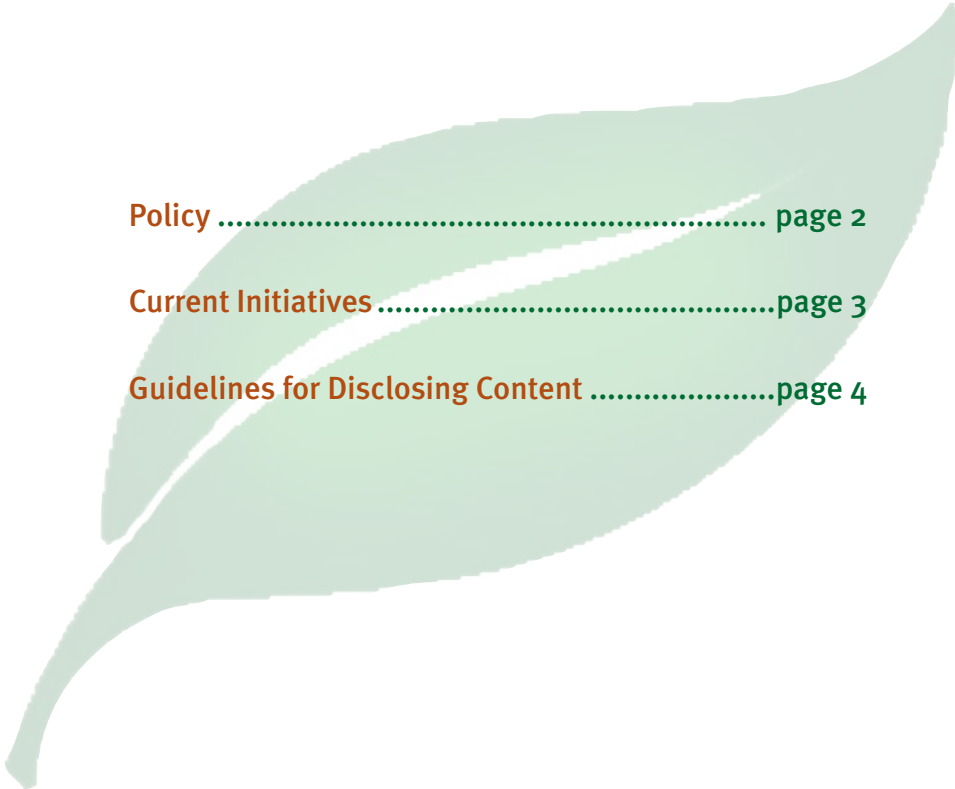


Environmental Paper Procurement Guide

June 2010












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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 continually evaluate the paper grades and basis weights used in our products, considering both performance requirements and environmental loading. We focus on reducing consumption as a primary method for reducing the greenhouse gas emissions associated with our paper purchases.
-  We regularly review with our paper suppliers their environmental performance to help ensure their compliance with environmental 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 Chain of Custody third-party certified well managed forests. We encourage improvement and proactively support sustainable forestry management practices.
-  We require suppliers to have clear policies in place prohibiting illegal logging and/or use of illegal fiber. We also encourage our suppliers to engage with the appropriate stakeholders for viable solutions in cases of dispute with regard to fiber procurement practices even if they have been legally obtained.
-  We communicate to our suppliers our interest in the further development of programs to increase the amount of paper recycled. Where the inclusion of recycled fiber is suitable for the product and paper grade, we use paper products with recycled fiber content. We also encourage the efficient use and conservation of raw materials.
-  We survey the 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 review the environmental policies of paper companies supplying paper to The McGraw-Hill Companies.
-  We include an environmental statement in written paper contracts or obtain independent confirmation of adherence to these policies.
-  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

The McGraw-Hill Companies continuously evaluates the grades of paper used in its products. The evaluation process includes assessing vendors ability to comply with the Environmental paper Procurement Policy, optimizing paper grade

selection to reduce consumption and proactively exploring opportunities to recover the material we produce at the end of its life cycle. Some recent initiatives include the following:

-  Changed workbook paper stock from 40# basis weight to 35# basis weight. The change resulted in a consumption reduction of 13%, 3.4 million pounds annually in 2009. Additional changes across other grades of stock will increase the cumulative total in 2010 to over 5 million pounds versus 2008.
-  Joined PREPS (Publishers Database for Responsible Environmental Paper Sourcing) a joint initiative of 20 leading publishers. Together, these companies have set up a database to hold technical specifications and details of the pulps and forest sources for each of the papers they use to help ensure responsible paper sourcing.
-  Added specific language to the Corporation's environmental paper survey and printer paper policies and procedures to address the requirements of the Lacey Act Amendment, which specifically prohibits the trade of certain plant products, including those containing paper.
-  Expanded certified fiber purchasing to all major grades. During 2010 over 90% of the paper purchased directly by the Corporation will be Chain of Custody certified to FSC, PEFC or SFI requirements.
-  Conducted an employee survey on environmental awareness. Data obtained from the survey was used for a company wide seminar on the importance of recycling.
-  Actively participate, including serving as Co-Chair, in the AAP (American Association of Publishers) Paper Issues Working Group. The group regularly meets on an array of paper related topics and frequently discusses best practices with regard to environmental performance.
-  Working collaboratively with industry trade groups, vendors and environmental non-governmental organizations to promote greater paper recovery with a specific emphasis on hardcover textbooks.

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
Global Corporate 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.