

Appointment of Non-Executive Director

Mr Roberto Newell to join Board

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Dublin, London, 22 June, 2010: Smurfit Kappa Group plc ('SKG' or the 'Group'), one of the world's largest integrated manufacturers of paper-based packaging products with operations in Europe and Latin America, is pleased to announce the appointment of Mr Roberto Newell to the Board as a non-executive Director with immediate effect.

About Mr Roberto Newell

Roberto Newell (62) is a Mexican citizen. He is Chief Executive Officer of the Instituto Mexicano para la Competitividad, A.C. ("IMCO"), an independent think-tank in Mexico, established to develop policies to enhance Mexico's competitiveness.

Prior to joining IMCO, Mr Newell served Mexico's Federal Government, most recently as Deputy Secretary for Agriculture. Between 1984 and 2001, Mr Newell worked for McKinsey & Co., the international consulting firm, where he served clients in North America and Latin America. At McKinsey, Mr Newell advised large corporations and national governments with a focus on the financial and telecommunications sectors. Mr Newell has Bachelor and Masters degrees from Universidad de las Américas in Mexico and a Ph.D. in Economics from the University of Texas in Austin, Texas. Mr Newell serves on the Board of a number of institutions in Mexico.

Commenting on the appointment, Smurfit Kappa Group Chairman, Liam O'Mahony, said *"We are pleased to announce the appointment of Roberto as an independent Director. His appointment reflects the increasing importance of the Latin American region to the Group. His extensive experience, across Latin America, will be valuable to the Board as we continue to develop our presence throughout the region."*

Roberto Newell commented *"I am honoured to be appointed to the Board of a Group with a strong and respected reputation in Latin America and I look forward to contributing to the Group's continued growth in the region."*

About Smurfit Kappa Group

Smurfit Kappa Group is a world leader in paper-based packaging with operations in Europe and Latin America. Smurfit Kappa Group operates in 21 countries in Europe and is the European leader in containerboard, solidboard, corrugated and solidboard packaging and has a key position in several other packaging and paper market segments, including graphicboard, sack paper and paper sacks. Smurfit Kappa Group also has a good base in Eastern Europe and operates in 9 countries in Latin America where it is the only pan-regional operator.

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