



FOR IMMEDIATE RELEASE

POLYCONCEPT NORTH AMERICA ANNOUNCES UNIFIED MARKET STRATEGY
Premier Sales Force to Represent Three Strong Brands

PITTSBURGH — August 14, 2009 — Polyconcept North America, the second largest supplier within the promotional products industry, announces the introduction of a unified market strategy designed to strengthen and promote the leadership position of its three core businesses – Leed's, Bullet Line and JournalBooks. The newly developed strategy will enhance the positioning and brand focus for each of the companies: Leed's will build upon its reputation as the industry's premier supplier with innovative products and services; Bullet Line will strengthen its position as the clear leader within the "value" segment of the market; and JournalBooks will enhance its offering of fast turnaround, highly customized solutions.

A key component of the strategy is the creation of a combined sales force for Polyconcept North America. One of the organization's greatest assets is its award-winning sales force, which will now begin to represent all three brands throughout the US and Canada. This will provide distributors with a single sales relationship across a wider range of products and price points, and will allow easy access to the unique value each brand brings to the promotional products market. The unified sales team will also facilitate improved communication and coordination of sales programs and offers among the individual companies making it easier for distributors to work across the three brands.

As in the past, Leed's, Bullet Line and JournalBooks will continue to operate independently. Each company will process and produce orders from their current production facilities and will provide support to distributors from their respective customer service groups, while now leveraging the combined Polyconcept North America sales force. Leading the new sales management team, Jeff Brown will become Chief Marketing

Officer, and Craig Morantz and Sam DiBiase will assume roles as Vice Presidents of Sales for the organization.

David Nicholson, President of Polyconcept North America, comments, "By uniting our sales effort and coordinating key aspects of our go-to-market strategy, we have the opportunity to leverage Polyconcept North America's collective strength in the market. We have three great companies – each of which will continue to deliver unique and different value to our distributors. As we look to the future it is clear that this model gives us the opportunity to create even greater value and superior service for our customers."

Distributors will begin to see the benefits of these changes immediately, as the Polyconcept North America sales force will soon be focused on two strong year-end promotions from Leed's and Bullet Line. First, Leed's "So Much More" offering will launch to the industry next week and will feature a selection of innovative new products, a creative new decorating method called Designer Graphics, as well as exciting savings opportunities. Similarly, in just a few weeks, Bullet Line will unveil its "2009 Bullet Line's Best" catalog which gives distributors amazing prices on a selection of its best selling products to drive sales opportunities for distributors throughout the balance of 2009.

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About Polyconcept North America

Polyconcept North America, a wholly owned subsidiary of the world's leading promotional products supplier Polyconcept, operates Leed's, Bullet Line and Journalbooks, three of the most successful brands in the USA. The Polyconcept North America companies provide recognized best-in-class services to the industry, ensuring the highest standards of reliability and quality. Highly complementary product ranges enable Polyconcept North America companies to provide the market with a very comprehensive assortment of non-wearable products. Further information is available at www.polyconceptna.com.

About Leed's

Leed's is a leading supplier in the promotional products industry, and delivers a contemporary retail look to a complete line of corporate accessories including bags, writing instruments, padfolios, drinkware, memory, technology, gift sets, and more. Headquartered in New Kensington, PA and with offices around the globe. Leed's products, programs and services are recognized throughout the United States and Canada. Leed's offers relentless product innovation, energetic customer service, and dynamic client collaboration to the industry. Information about Leed's is available at www.leedsworld.com.

About Bullet Line

For nearly three decades, Bullet Line has been known for its innovations in the promotional products industry. Located in Miami, FL and serving more than 9,000 distributors worldwide, Bullet Line covers promotional categories that include insulated thermal mugs, portfolios, writing instruments, tote bags, clocks, flashlights, and Bullet Line private label headware. Service,

reliability, and quality are the most important products, and Bullet Line strives to accommodate distributors' needs. Their goal is "to find a way to say yes." To read more about Bullet Line, visit www.bulletline.com.

About JournalBooks

JournalBooks is located in Charlotte, NC and began in the early 90's as a division of Timeplanner Calendars, which was founded in 1971 by Jerome O'Boyle. Timeplanner continues to produce unique planners and appointment books. JournalBooks is known as "America's Premier Journal Innovator" and is highly regarded throughout the promotional products industry as the category leader of custom journals and notebooks. JournalBooks and Timeplanner Calendars have won numerous industry awards for decorating, imprinting, custom products, and unparalleled customer service. Today more US businesses and corporations choose JournalBooks, making it the largest producer of journals in the nation. Further information is available at www.journalbooks.com.

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