

ARCADE

News Release

FOR IMMEDIATE RELEASE

Debra Leipman-Yale Named President Of Arcade Marketing

New York, New York – September 8, 2008 – Arcade Marketing has announced the appointment of Debra Leipman-Yale to the position of President of Arcade Marketing, a pre-eminent global developer and producer of multi-sensory and interactive sampling systems for the fine fragrance, cosmetics and personal care markets, effective immediately. Ms. Leipman-Yale will report to Marc L. Reisch, Chairman, Chief Executive Officer and President of Visant Corporation, Arcade Marketing's parent.

"The global demand for pre-purchase product experiences for the fine fragrance, beauty and cosmetics industry has generated significant long-term opportunities for Arcade. Debra's leadership skills and marketing and international expertise will greatly assist Arcade in continuing to realize these opportunities," said Mr. Reisch. He added, "Debra is a great addition to Arcade, and the very skilled technical and sales teams that have consistently delivered industry leading products and performance".

"I would also like to thank John Van Horn, who has managed the Arcade business for the last four years, for his contributions to Arcade, and look forward to continuing to work with him as he concentrates his efforts within other parts of our Visant Marketing Services business", Mr. Reisch commented.

"I am excited to be joining Arcade Marketing at this important time in its history. Arcade is a true leader and innovator in its fields of expertise. I welcome the opportunity to lead the company into the next phase of its growth and development", stated Ms. Leipman-Yale.

Ms. Leipman-Yale has over 25 years of experience in the cosmetics, fragrance and personal care market segments. She was with Clairol for 19 years, last holding the position of President, Clairol International. Ms. Leipman-Yale then joined Revlon where she held the position of Executive Vice President, Chief Marketing Officer. Most recently she served as the Chief Marketing Officer for Intermark USA/Styli-Style Cosmetics.

About Visant

Arcade is a subsidiary of Visant Corporation, a marketing and publishing services enterprise servicing the school affinity, direct marketing, fragrance and cosmetics sampling and educational and trade publishing segments. Visant's consolidated net sales for fiscal year 2007 were \$1.3 billion. Additional information is available at www.visant.net.

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