

News Release

Contact information:

Paul Carouso – 914.595.8218

VISANT CORPORATION TO BUY RENNOC CORPORATION'S TEAM OUTERWEAR BUSINESS

ARMONK, NEW YORK – July 22, 2009 –Visant Corporation today announced the closing of an acquisition of Rennoc Corporation's team outerwear business. Rennoc has served as a leader in the manufacture and distribution of award letter jackets and other team apparel for over 50 years. After the closing, the Rennoc products will be marketed and sold primarily through the existing Rennoc independent sales channel, which primarily serves the sporting goods dealer network.

The acquisition was accomplished through a purchase of assets by a wholly owned subsidiary of Visant Corporation. The assets acquired as part of the purchase will operate within Visant's existing Scholastic segment and will be complementary to Visant's existing Neff Motivation business. The purchase did not include an acquisition of the Rennoc manufacturing facility and employees and the assets being acquired will be transitioned into Visant's existing manufacturing platform.

About Visant

Visant Corporation, is a leading marketing and publishing services enterprise servicing the school affinity, direct marketing, fragrance and cosmetics sampling and educational and trade publishing segments. For more information on Visant, go to <http://www.visant.net>.

Visant's Scholastic segment provides services in conjunction with the marketing, sale, and production of class rings and an array of graduation products and other scholastic affinity products to schools and administrators primarily in high schools, colleges and other post-secondary institutions.

Visant's Neff Motivation business is a single source provider of custom award programs and apparel, including chenille letters, letter jackets and other sportswear, which was acquired by Visant in March 2007.

SAFE HARBOR STATEMENT UNDER THE PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995

Certain statements in this press release may contain "forward-looking statements." Forward-looking statements are based on our current expectations or forecasts of future events. These statements are based on management's current expectations as of the date made and no assurance can be given that such expectations will prove correct. Readers are cautioned not to place undue reliance on these forward-looking statements and are encouraged to read the full cautionary statements in Visant Corporation's filings with the Securities and Exchange Commission. All forward-looking statements speak only as of the date they are made and the company disclaims any obligation to publicly update or revise any of the forward-looking statements in light of new information, future events or otherwise, except as required by law.