



FOR IMMEDIATE RELEASE

**Visant Corporation Launches Visant Marketing Services
Senior Executive John Berger To Head Multi-Channel Marketing Group;
New Unit Leverages Visant's Family Of Direct Marketing Capabilities**

Armonk, New York, July 16, 2008 – Visant Corporation, one of the nation's premier providers of direct marketing and publishing services solutions, today announced the launch of Visant Marketing Services (VMS), which will offer next-generation, multi-channel marketing solutions to the *Fortune* 1000.

Visant Marketing Services combines consulting services, technology and data collection capabilities to transform traditional direct marketing solutions into data-inspired programs with the goal of yielding a higher return on the direct marketer's investment. Solutions from Visant Marketing Services are configured to engage and motivate consumers to provide data to merchants to create the foundation for interactive, long-term relationships targeted to succeed across multiple marketing channels.

"Visant Marketing Services delivers the power of Visant Corporation's family of companies with the goal of achieving a measurably higher return on investment for our clients' direct marketing initiatives," said Marc L. Reisch, Visant Corporation's Chief Executive Officer. Reisch added, "Visant Marketing Services was formed to assist our clients in addressing their most difficult business challenges: acquiring, converting, developing and retaining customers."

Visant Marketing Services provides corporations and their advertising and marketing firms with an integrated suite of business process consulting, production and imaging services, technology infrastructure and data collection and tracking capabilities to help them improve the performance of their marketing programs.

Visant Senior Vice President, John Berger, who has 25 years of experience in multi-channel marketing, business development and operations, has been appointed to lead Visant Marketing Services. Before joining Visant in March 2007, Berger was Vice President of Business Development for Fathom Online, a leading search marketing and analytics firm that developed interactive and multi-channel solutions for the *Fortune* 1000. Prior to that, he was Senior Vice President of Marketing and Business Development for RR Donnelley & Sons, where he created multi-channel and direct marketing solutions for a wide range of U.S. and international companies.

"Visant Marketing Services creates a new era of data-driven marketing programs that open up a world of possibilities to build relationships across all marketing channels," said John Van Horn, President of Visant Marketing Services. "Visant Marketing Services

brings together the expertise and infrastructure necessary for the direct marketer to effectively acquire and retain customers, and increase the lifetime value of those customers.”

Visant Marketing Services, together with its partners, offers a turnkey solution to create compelling direct mail solutions that drive consumers to the web or other interactive channels, where detailed demographic data and buying preferences can be collected and analyzed. Using that data, clients of Visant Marketing Services can better target customers and test-and-adjust quickly to optimize campaigns.

“Visant Marketing Services enables companies to take advantage of all channels – from the point-of-sale and bricks-and-mortar locations, to the Internet, call centers or kiosks,” Berger said. “By engaging consumers with innovative opt-in programs, Visant Marketing Services can assist its clients in delivering the right customers to the right channel or multiple channels. With Visant Marketing Services, customer acquisition and retention occurs with a higher level of precision and effectiveness.”

About Visant Marketing Services

Visant Marketing Services is the consulting services arm of Visant Corporation, leveraging the capabilities of Visant’s direct marketing and sampling capabilities. Visant Marketing Services was formed to maximize the marketing investments of direct marketers by providing strategic development and execution. For more information, please visit www.visantmarketingservices.com.

About Visant

Visant Corporation is a leading marketing and publishing services enterprise serving the direct marketing, school affinity, fragrance and cosmetics sampling and educational and trade publishing segments. For more information on Visant, please visit www.visant.net.

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Safe Harbor Statement

Certain statements in this press release may contain forward-looking statements. 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 to be 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 of this press release and Visant Corporation disclaims any obligation to update or revise any forward-looking statement, except as required by law.