



**Marc L. Reisch**  
Chairman, President and  
Chief Executive Officer

May 14, 2008

I am pleased to announce Visant's integrated **GREEN AT WORK** effort, which includes focused corporate guidelines on awareness and actions in promoting the sustainability of the environment through our workplace.

Visant's commitment to operating in an environmentally and socially responsible manner is in the best interest of our employees, customers and the communities in which we operate, today and into the future. It is part of our approach to doing business in an ethical manner and doing the right thing. This coordinated effort will provide a vehicle for us to act on a company-wide basis for the benefit of all of our stakeholders. Sustainability efforts are no longer optional -- our progress in leading these efforts is a means of distinguishing ourselves competitively.

A task force will be responsible for leading and coordinating our company sustainability efforts. These efforts will range from the everyday recycling of our paper, cans and bottles to fundamental improvements in our supply, process and delivery chain to promote a reduction in carbon footprint and natural resource sustainability. Certain facilities will be tapped to take a lead in taking aggressive measures, including the use of alternative energy sources.

Attached is Visant's **GREEN AT WORK** policy statement. I ask that you take the time to launch the **GREEN AT WORK** effort within your facilities by creating awareness and support among your employees. A link will be available on the Visant website ([www.visant.net](http://www.visant.net)) where we will post our policies, announcements and progress related to this effort.

You will be contacted over the next couple of weeks with respect to specific initiatives at your facilities but you are encouraged to become actively engaged in your own efforts of identifying and implementing best practice green efforts within your own facilities. We encourage all employees to become invested in attaining the objectives.

There will be more information forthcoming over the weeks and months ahead and I look forward to your support and participation.

A handwritten signature in black ink, appearing to read 'Marc L. Reisch', written in a cursive style.

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