

# News Release

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## BAUMGARTEN'S EXPANDS TO NEW MARKETS; NAMES BROWNING DIRECTOR OF NEW BUSINESS DEVELOPMENT AND BERGER AS CONTROLLER

ATLANTA, January 14, 2008 – Baumgarten's, manufacturer of Plastiklips® and hundreds of other school, home, office supplies and personal care items announced it will expand business operations into national niche markets with the addition of Jim Browning and Carol Berger.

Browning, a 30-year veteran executive of Coca-Cola joins Baumgarten's as Director of Business Development.

"Baumgarten's has identified a tremendous business opportunity for many new channels with new, unique, useful products that make a difference," said Browning. "The customer value is clear and proven – both in exceeding customer's expectations and increasing customer revenue. I'm looking forward to ramping up sales and our sales team."

"As Coca-Cola Director of Sales in the Midwest, Jim managed over \$200M in sales - we are delighted to have Jim add high-level professional sales leadership and experience to our team," said David Baumgarten, President, Baumgarten's. "Retailers, wholesalers and dealers acceptance of our very diverse portfolio of products has given Baumgarten's a unique position across markets. Jim's leadership will accelerate our growth in 2008."

Additionally, the company names Carol Berger Controller and Operations Manager who brings proven talent from the home improvement industry to plan, direct, oversee and evaluate processes.

"Berger will be ensuring the highest levels of customer service, accuracy and time compliance," said Baumgarten. "She brings experience and focus in developing and introducing new policies and procedures that ultimately increase value for customers."

Working with the Baumgarten's award-winning staff, I plan to bolster productivity levels and improve internal controls," says Berger. "To me, the employees who bring the customer-centric culture to bare are the backbone to fulfilling on the high level of service Baumgarten's has always provided."

Berger succeeds Andy Goldin, who is leaving the company to pursue new interests. Goldin has played many roles at Baumgarten's over the last 36 years including vice president, CFO and operations manager.

"Andy has been a great asset to Baumgarten's over the years. We are grateful for the many contributions he has made to the company, its staff and customers," said Baumgarten's Chair, Jean Baumgarten. "His loyalty has had a big impact on Baumgarten's future."

Mike Lynch remains Baumgarten's National Sales Manager continuing to bring high levels of service and sales to the national office supply markets.

An award winning leader in the office supply market, Baumgarten's provides comprehensive identification accessory solutions that help businesses secure their premises by creating a way for people to recognize each other in the workplace.

### About Baumgarten's

Baumgarten's delivers school, home and office supplies that make a difference to thousands of retailers and wholesalers across the U.S.A. An industry leader, Baumgarten's is the premier supplier of comprehensive identification accessory solutions helping businesses secure their premises, having people know each other at work. Baumgarten's successful business paradigms, flexible programs and award winning customer service are known as unrivaled in the office supply industry. As part of its 2007 *Green Initiative* the company planted thousands of trees and has offset hundreds of thousands of pounds of harmful greenhouse gasses. Headquartered in Atlanta, Georgia ([www.baumgartens.com](http://www.baumgartens.com)) is a woman owned business.

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*Baumgarten's is a registered trademark.*