



NEWS RELEASE

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BAUMGARTENS ANNOUNCES CONSERVE® CLEANERS ARE AVAILABLE AT OFFICE DEPOT ONLINE

Company Targets Mass Retail in 2010 and Reviews a Banner 2009 Focused on Sustainability and New Products for the Office, Home and School

ATLANTA (FEBRUARY 15, 2010) – Baumgartens, a manufacturer of unique, useful, and people- and planet-friendly products, shares its vision for 2010 and looks back at a foundation year for the Conserve brand as well as the direction of the company. With the expansion of Conserve brand which includes disposable, biodegradable and compostable tableware and cutlery, Baumgartens now supplies Conserve Cleaners to Office Depot, a leading global provider of office products and services, and helps to support the Company's environmental vision to "increasingly buy green, be green, and sell green."

"Large retailers like Office Depot are implementing environmental programs that offer green product options in catalogues and on retail shelves," said David Baumgarten, vice president of Baumgartens. "At the same time, they are looking for products that work well and are competitively priced. Discerning shoppers are looking for these same things and Baumgartens has products that can win on all three accounts."

Conserve Cleaners are a unique brand of household and office cleaning tablets that are sold without the heaviest ingredient, water. To activate the tablets, simply drop one into an empty spray bottle and add tap water to create a full 32 oz bottle of cleaning solution. Water is the main ingredient in most cleaners and the heaviest cost factor in shipping and transporting all traditional and green brands. Baumgartens light-weight cleaners lower shipping weight by 85 percent and use 75 percent less space as each empty bottle comes with four tablets, the equivalent of four full bottles of conventional or green liquid cleaner.

With a strong foundation set last year by establishing three new brands and focusing on sustainability, Baumgartens says growth into new industries is a priority for 2010. In 2009, the company created new categories such as Care, a line of personal care products for office, home and travel. The company also struck a deal with Pacific Writing Instruments to become the exclusive manufacturer and distributor of PenAgain™ in the U.S. PenAgain is a patented line of ergonomic writing instruments that allows the writer to use the natural weight of the hand instead of the gripping action of fingers to create the downward pressure.

"We envision retail acceptance of more products from the Conserve brand line and expansion into non-traditional markets with our core line of office products," said Baumgarten. "Already in 2010, we've launched PenAgain refills to be sold separately and expanded its availability. We also introduced

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Inspire™, an elegant line of handcrafted flowers for the home and office, with more variety and attractive pricing. Going back to our roots in office and security products, we are increasing green product alternatives in those categories by offering items made from recycled plastics, sustainable materials, and innovative technologies.”

Along with launching a new Baumgartens logo and establishing new category brands, Baumgartens took on the arduous task of being screened for RoHS (Restriction of Use of Hazardous Substances) with 100 percent of its products. RoHS is a stringent European standard that tests for toxic and heavy metal substances in products. By voluntarily testing thousands of components, mechanical plastics, and metals in its products, Baumgartens pledges to continue this practice annually so that customers have peace of mind knowing all its products are within the safe-for-humans directive set forth in RoHS.

Baumgartens received a Certificate of Partnership again as an EPA Green Power Partner in 2009. In support of its green operational practices that include recycling programs, Baumgartens introduced a green shipping option for customers to donate one dollar to their shipping cost to offset greenhouse gases emitted during the shipping of an order. Partnering with American Forests, the nation’s oldest conservation group, the additional dollar means one tree will be planted to help turn carbon dioxide into pure oxygen.

“Weathering the economic challenge of 2009 required sharp focus and endurance from each member of our staff,” said Baumgarten. “What the year called for was a high level of creativity, leadership, and integrity. I’m proud to say that our business is more a family than ever. We’ve found solid ground in fulfilling on our promises despite circumstances and jump-starting the New Year with solid business wins and product launches.”

Baumgartens is a woman-owned family business supplying unique, innovative products to the school, home and office market that make a difference to thousands of retailers and wholesalers across the U.S.A. Baumgartens successful environmental program, business paradigms, flexible programs and award-winning customer service are 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 gases. The company aims to be 100% carbon neutral by 2015. For more information, visit www.baumgartens.com.

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