

NEWS RELEASE

Contact: Sam Baumgarten

404-874-7675; sbaumgarten@baumgartens.com

BAUMGARTENS EXPANDS INTO WRITING INSTRUMENTS MARKET WITH ERGONOMIC PENAGAIN

Partnership Underscores Commitment to School Industry and Innovative Products

ATLANTA, April 7, 2009 – [Baumgartens](http://baumgartens.com), manufacturer of school, home, office, and personal care items, announces an exclusive deal to manufacture and distribute PenAgain in the U.S.

PenAgain (www.penagain.com) 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. This eliminates the need to squeeze or push down while gripping the instrument, thus allowing the thumb and forefinger to concentrate on the act of writing. It is this dual action that makes it so difficult for children to learn to write. PenAgain is a great tool for helping children learn to write the right way.

On March 11, 2009, Baumgartens and Pacific Writing Instruments, Inc. signed an agreement giving Baumgartens an exclusive license to sell PenAgain in the United States.

The deal marks the first partnership that fulfills on Baumgartens vision to grow with new and unique products that make a difference.

“The PenAgain range helps us strengthen our product offer in the educational market by adding unique innovations that will make a difference for children learning to write,” said David Baumgarten, vice president of Baumgartens. “Further, we are interested in adding new innovations to the areas of office supply, security, personal care, arts and crafts, and especially products that help conserve natural resources. We invite young businesses to match synergies with us and expand their opportunity to grow and succeed in this challenging economy.”

As part of the partnership, Baumgartens names Colin Roche, former chief executive officer of Pacific Writing Instruments, as the director of educational markets.

“With Baumgartens, PenAgain gains the experience of a complete team of resources in manufacturing, marketing, sales and operations,” said Roche. “This partnership takes PenAgain to the next level of growth and expansion by joining Baumgartens, a world class, award-winning manufacturer of home, office and school supplies.”

PenAgain is currently available to consumers through major retail outlets.

(more)



Baumgartens, a woman-owned family business, delivers school, home and office supplies that make a difference to thousands of retailers and wholesalers across the U.S.A. Baumgartens successful 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 gasses. The company aims to be 100% carbon neutral by 2015. For more information, visit www.b3.net.

###