

Creative Converting

October 13, 2008

Dear Creative Converting Customer,

It's with great pleasure that I share the progress we've made to date combining Creative Expressions and Converting, Inc. and to let you know what you can expect and look forward to over the upcoming months. Our goals are to be the preferred supplier to you, the independent retailer, and to complete this integration as soon as possible so we can provide one face to you, our valued customer.

Since our last communication we have made considerable strides integrating our companies to achieve these goals. We've established a new leadership team that possesses substantial party industry experience from both the CEG and Converting organizations, as well as other well-known consumer products firms. A major manufacturing facility expansion and equipment upgrade initiative is underway to provide you improved quality and product consistency and lead times. Spring 2009 marked the introduction of our first consolidated line, where we brought forward the best of both old and new products that reflect the strengths each company stood for before the integration.

Very shortly we will be announcing the details of our systems and distribution consolidation. In short your ease of doing business with Creative Converting will be greatly improved with one order, one shipment and one customer service organization.

We've been working hard to develop several new consolidated programs that will help you improve your business. The first is the Best Solid Color Program in the Industry that offers the broadest range of colors, a complete depth of line, superior product quality, effective merchandising tools and exciting new products ... all developed to grow your sales and profits. Over the next 60 days your Creative Converting sales representative will be contacting you to tell you all about this exciting new program.

The second program is our New Everyday 2009 Line which demonstrates our continued leadership position in design with the core category strengths of CEG and the upscale products from Converting. Broad category support in both tableware and décor provide you the breadth of product needed to create effective merchandise presentations and offer your customers everything they're looking for in a convenient, one-stop shopping experience. Exciting new programs and products mean additional sales opportunities as you plan your Everyday 2009 business.

Again, thank you for your support of Creative Converting during this exciting time of change and growth. We remain committed to not only serve, but also help you, the independent retailer continue to innovate and add value to the party store shopping experience.

Best Regards,



Rory Leyden

