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## FOR IMMEDIATE RELEASE

### Wilton Products Inc Restructuring Dimensions Craft Division

*Dimensions® Reorganized and Integrated Into Corporate Headquarter Locations*

**Woodridge, Ill. – (March 9, 2009)** – Wilton Products Inc., headquartered in the Chicago area, announced today that its Dimensions business unit will be integrated into other business groups and the Reading, PA facility will be closed by the end of 2009. Warehouse and business support functions such as information technology, accounting, human resources, and customer service will be consolidated and moved to the Illinois location, manufacturing will be outsourced, and the product development and design work will fold into Wilton's Paper & Specialty Crafts operation in Clifton, NJ. Some employees may be relocated to either Illinois or New Jersey.

"The current economic environment and competitive forces require us to increase efficiency and effectiveness in order to maintain the health of the overall company," said Richard T. Conti, CEO. "This is a difficult decision and I want to thank all employees for their hard work to make Dimensions what it is today."

Wilton has a severance program in place for the approximately 180 employees impacted by this decision. Meetings will be scheduled with each employee individually to fully explain the transition plan and address questions.

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*Wilton Products Inc Restructuring Dimensions Craft Division - add one*

Changes are expected to take several months to ensure customers receive the best possible service during the modifications and the changes are seamless to those outside of the company. A team of individuals from Woodridge, IL and Clifton, NJ will be working closely with Dimensions' management to ensure a smooth and orderly conversion. Dimension's Perler Bead manufacturing operation will continue to operate in Cloverdale, CA.

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**About Wilton Products**

Wilton Products Inc., based in Woodridge, Illinois, has successfully united multiple, creative consumer products companies to produce a market leader whose strategic focus is product innovation and quality. Wilton's product portfolio includes food crafting, scrapbooking, and other craft products. Wilton has the number one position in cake decorating, bakeware and tea kettles plus offers the industry's most comprehensive and innovative selection of baking, cake decorating, candy making, cookie making, wedding and seasonal products. In addition, the company holds the leading position in the scrapbooking market through the Wilton Paper & Specialty Crafts division brands of EK Success and K & Company who design and market some of the craft industry's most respected brands of stickers, multi-dimensional embellishments, punches and writing utensils. The company also launched the Martha Stewart Crafts line in May 2007. More information can be found at [www.wilton.com](http://www.wilton.com).