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For Immediate Release

Wilton Products, Inc. Announces Management Transition

CHICAGO, December 3, 2008 – Wilton Products, a leading provider of creative consumer products to the U.S. craft industry, today announced that Richard T. Conti will succeed Steven Fraser as CEO.

“I am grateful to have had the opportunity to work with the fine management team at Wilton Products to help the company achieve a preeminent market position in the craft industry,” Fraser said. “I’m happy to pass the torch to a successor who has demonstrated the passion, focus and commitment to build upon Wilton’s tradition of success. I will continue to work with Rich and the team to ensure a smooth leadership transition.”

Mr. Conti brings a strong background in successfully leading and building businesses in a broad range of consumer categories. He is a veteran in the branded consumer products arena, having spent over 22 years at The Clorox Company (NYSE:CLX), a major manufacturer and marketer of consumer products. He served as Clorox’s Group Vice President of the Specialty Product and International segments where he held full responsibility for multi-functional organizations which collectively accounted for more than half of Clorox’s revenues. As Group Vice President, Mr. Conti was responsible for the seasonal, pet, auto care and food products divisions encompassing premier brands such as Kingsford®, STP®, ArmorAll®, K.C. Masterpiece® and Hidden Valley®.

“I am very pleased to succeed Steve as CEO of Wilton Products,” Conti said. “Steve has an excellent track record integrating Wilton’s several acquisitions and growing the business. Wilton is a world class organization with exceptional brands and leading market positions that provide outstanding prospects for continued success. I look forward to the opportunity to lead the company through its next stage of growth.”

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 and bakeware and 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 EK Success and K & Company, designing and marketing 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. For more information go to www.wilton.com.

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