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News Release
For Immediate Release

**UniKeep™ Offers New Storage Solutions For Students,
Professionals, Collectors And More**

The first loose-leaf binder was invented in 1854, and for nearly 150 years, consumers' options were limited to that original design. But in 1999, new technologies and a dedication to environmentally-friendly materials led to the invention of the UniKeep™ Case Binder.

The UniKeep™ Case Binder is a fully enclosed, injection-molded loose-leaf binder made of 100% recyclable material. The design offers more storage in less space and efficiently replaces traditional three-ring binders and many other presentation and filing products. The product is so revolutionary, its invention created a new category in the office products industry. Two U.S. patents have already been granted, with additional U.S. and foreign patents pending.

Features include:

- **Fully-enclosed:** Protects documents and holds additional items like pens and cards
- **Stackable:** Stacks easily in drawers or on bookshelves, unlike traditional wedge-shaped binders
- **Easily customized:** Full-wrap overlays allow UniKeep™ View Case Binders™ to be tailored with single sheet covers and user-friendly templates available at www.unikeep.com
- **Snap-locking rings:** No metal rings – durable polypropylene rings snap tight and do not pinch fingers
- **Archival:** 100% polypropylene material will not interact with other plastics, paper or films
- **100% Recyclable:** Polypropylene is 100% recyclable, allowing for curbside recycling

UniKeep™ Case Binders can be used in the home or in the office, for organizing or collecting. Opportunities for use include:

Students:	Notebooks, reports, presentations, band or choral sheet music
Collectors:	Archival storage of photo prints, negatives, baseball cards, stamps
Professionals:	Sales tools, presentations, project files, training manuals, records
Homeowners:	Yearly tax files, address / phone books, medical records, family keepsakes
Hobbyists:	Diagrams, scrapbooks, journals, project storage, recipes

-more-

UniKeep™ / Add One

UniKeep™ Case Binders are available in .5 (1/2"), 1.0 (1") and 1.5 (1 1/2") sizes and a variety of colors. Suggested list prices for all binders range between \$5 and \$8.

The UniKeep™ product line also includes accessories and media storage products that offer opportunities for customization and additional storage, including Disc 10 Wallets and Safety-sleeves®, which store and protect CDs.

UniKeep™ products are available nationwide at office supply and retail outlets, such as: Office Depot, OfficeMax and Staples, and through commercial office supply catalogs such as Corporate Express and Staples Commercial/Contract.

For more information and additional related copy on the UniKeep loose-leaf binder or any other innovative products, visit their web site at www.unikeep.com or call 800/ 829.8117.