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News Release For Immediate Release

New Technology Revolutionizes Real Document Handling

Miami FL –Nearly 150 years ago, Mr. Henry T. Sisson of Providence, Rhode Island was awarded United States patent #23,506. Mr. Sisson described his invention as “a novel apparatus which may be applied in the back of a portfolio or attached to a suitable handle for the purpose of holding and securing music sheets, pamphlets or papers of any kind”. His invention was, of course, that essential tool of students, educators, and sales staffs everywhere: the first loose-leaf binder.

Six million patents later, nearly 500 of which relate to loose-leaf binders, a revolutionary advance in the technology of loose paper handling, called “UniKeep™”, has been granted two US patents with other US and foreign patents pending. It seems a testament to longevity and inescapable utility that Henry’s original invention has survived so many years of minor evolutions to the species that is commonly defined by metal rings and various covers combined to hold loose sheets of paper -- until today.

UniKeep LLC, a Dublin, Ohio, based company introduces a truly revolutionary new loose-leaf binder to the office products market. New technologies and a dedication to environmentally-friendly materials, along with a vision of a better way to hold loose sheets of paper and more, inspired founder Ross Youngs to invent the UniKeep binder system which has emerged with so many advantages over traditional binders that there are barely enough adjectives to properly describe the product in a grammatically correct sentence.

The UniKeep binder is a fully enclosed, completely injection molded (including the rings) loose-leaf binder. The UniKeep is durable, stackable, lightweight, archival, cost effective, space efficient, versatile, and very user friendly. The UniKeep binder will not split at seams, pinch your fingers on metal rings, or misalign at the rings because of bent metal. The UniKeep contains no PVC and is uniquely 100% polypropylene. If it needs to be disposed of, it can be curbside recycled.

The UniKeep binder is a technological advance that is highly disruptive to what is typically viewed as a very stable office supply category. Certainly, loose-leaf binders will continue to change over time. But the new UniKeep binders are nearly as dramatic a change to the modern concept of document handling as Henry’s invention back in 1854.

UniKeep binders are available in 1/2” and 1” sizes with sheet capacities of 75 and 200 sheets respectively. A larger version, 1 1/2”, is due for release in early summer 2002. Each size is available as a view binder with a full wrap cover overlay which offers complete customization in a single cover sheet. Without overlays, UniKeep binders offer a sleek, understated presentation. Suggested list prices for all binders range between \$5 and \$8, positioning them very attractively against traditional binders with fewer features.

The UniKeep binder and other UniKeep brand products are being introduced to the school and office supply market at the International SHOPA Show in Miami, booth 4206. 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.