

## FOR IMMEDIATE RELEASE

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### **BACK BY POPULAR DEMAND FROM PARIS BUSINESS PRODUCTS: “SEEDS ON THE REAM” COMING THIS APRIL**

***Company gives away tree seeds to drive sales for retailers  
and encourage customers to plant trees  
in celebration of Earth Day***

**Westampton, NJ (February 9, 2009)**—Paris Business Products, Inc., a leading converter and distributor of home and office papers, recently announced it will once again offer its popular “Seeds on the Ream” promotion this April in celebration of Earth Day. Having just launched its line of environmentally friendly Elementree paper products, Paris sees the “Seeds on the Ream” seed giveaway as a natural component to further empower its sustainability initiatives.

“From retailers to teachers to top executives, we received outstanding feedback on last year’s ‘Seeds on the Ream’ promotion... which indicated that people are taking action to go green and truly appreciate opportunities from responsible companies like Paris to support their efforts,” said Gerard Toscani, CEO, Paris Business Products, Inc. “We are proud to offer this program again, and in doing so hope to embrace even more of our customers and end-users in the worldwide sustainability movement with a simple but essential form of activism—planting trees.”

“We also have an important message to communicate through this program,” Toscani continued. “There is a great misconception out there that paper usage destroys forests when, in fact, the opposite is true. Because of the surge of responsibly managed forests and the renewable nature of trees, the demand for paper products actually drives the growth of forests. More trees are planted to meet the demand, sustaining forestland that might otherwise be used for development.”

During the month of April, specially marked reams of Paris Business Products’ Printworks Multipurpose paper will include a free packet of blue spruce seeds. Consumers can visit a special website ([www.myelementree.com](http://www.myelementree.com)) for guidance on the planting and care of their seeds.

“There is incredible value for retailers in letting their customers know they sell sustainable SFI-certified paper products, which is another reason Paris is repeating this promotion,” said Toscani. “Through ‘Seeds on the Ream’ we can help our clients drive sales both during the promotional period and in the long-term, as more and more consumers are basing purchase decisions on a business’s environmental focus.”

“Seeds on the Ream” has also proven to be a sales- and awareness-builder for retailers of the specially marked Paris products. In addition, retailers have hosted in-store “green events” to enhance the power of the promotion to increase sales and demonstrate their efforts to support sustainability.

Paris clients are encouraged to contact their Paris Account Manager before March 1, 2009 to discuss their promotion and assure delivery of the “Seeds on the Ream” products in time for Earth Day.

### **About Paris Business Products Corporation**

Paris Business Products is a paper and business products converter and printer, serving both commercial businesses and individual consumers. Established as a continuous forms producer with a single press in 1964, Paris now celebrates 45 years as an industry leader for paper, stationery and office products.

For commercial businesses, Paris manufactures Printworks Professional<sup>®</sup> cut and continuous papers, jumbo laser rolls custom forms, and Natural White laser papers, DocuGard<sup>®</sup> security papers and checks. Paris' consumer products are offered in more than 50,000 retail stores, and Paris is recognized as an aftermarket leader in inkjet paper, photo paper and photo specialty products marketed under the Printworks<sup>®</sup> brand name. In addition, Paris offers complementary items for document storage, organization and protection under the Reveal<sup>®</sup> and Doct<sup>®</sup> brand names.

For more information about Paris products, and to learn how you can contribute to a more sustainable world, visit [www.pariscorp.com](http://www.pariscorp.com) or [www.myelementree.com](http://www.myelementree.com).