



America's Premier Journal Innovators

FOR IMMEDIATE RELEASE

Journalbooks becomes industries first journal/notebook supplier to garner Certification from Forest Stewardship Council.

Charlotte, North Carolina, April 2, 2008 – Industry leader Journalbooks /Timeplanner Calendars (ASI 91340, PPAI 110769, upic JOURNALS), a manufacturer of journals, notebooks, and planners, recently received certification from the Forest Stewardship Council (FSC). FSC is internationally recognized as the world's leading third-party verification agency dedicated to sustainable development and improvement principle applied to forest management.

Certification by FSC now allows Journalbooks to offer its vast variety of paper products with the FSC trademark. Only paper produced under strict FSC oversight and companies operating under FSC standards may use this mark. According to company president Tom O'Boyle, "Earning our FSC certificate demonstrates our commitment to sustainability of our planet's resources and our commitment to our distributors and end-users that our products meet strict, social, environmental and economic standards." O'Boyle also noted the FSC's rigorous testing and standards. "At the end of a 5 month process we had to pass a very challenging audit by an independent firm. However it was worth it because distributors now have an "FSC certified" source for journals and planners". "An increasingly common demand from savvy end-users" he noted.

The company's FSC certification number is BV-COC-080311

Journalbooks is the leader in earth friendly promotional products and is located in Charlotte, NC. For more information contact Tom O'Boyle at (800) 438-3800 or visit the company's Web site at: www.journalbooks.com.

The Forest Stewardship Council (FSC) is an international organization that brings people together to find solutions which promote responsible stewardship of the world's forests. For more information, visit the Web site at: www.fsc.org