



**FLORIDA GATORS AND GEORGIA BULLDOGS  
BOTH “LOOK GOOD ON PAPER”  
SAYS MAKER OF JERSEYNAPS®**

Mayor John Peyton  
Among Those To Embrace Innovative Napkin Product

Ashland, WI (Oct. 25, 2007) - When University of Florida and University of Georgia kickoff in their annual football match up on Saturday afternoon, JerseyNaps® will have some of the best seats in the house.

The innovative Jersey-shaped napkins will find themselves being enjoyed throughout the stadium and by some of the game’s most high-profile attendees, including Mayor John Peyton, whose staff, in a deft political nod to fans from both schools, purchased an equal number of Gators and Bulldogs JerseyNaps.

Establishing a dynamic new product category, JerseyNaps are high quality napkins folded into a patented shape that replicates a sports jersey, entertainment character, brand icon, seasonal costume or life event design.

JerseyNaps come folded to about 6.5” tall. And they unfold to a regular napkin, revealing lots more fun stuff to see inside. Plus they can stand up.

Introduced to the marketplace just August 1, JerseyNaps are already a hit from Athens, Georgia to Gainesville, Florida to Ann Arbor, Michigan to Madison, Wisconsin and beyond.

“University of Georgia Alumni are buying JerseyNaps as fast as they’re being made,” says Debbie Dietzler, UGA Alumni Association Executive Director. “They make a fun addition to the game day experience and our guests think they’re the greatest.”

“From what we’ve seen, we fully expect to sell out of Florida and Georgia JerseyNaps this weekend,” says William Peace of The Landing Bookstore & Newsstand. “And when we do, we’ll bring in their entire line of products,” adds Peace.

The instant success of JerseyNaps in the collegiate football market has fueled plans for rapid growth and expansion in 2008.

Next on tap, college basketball JerseyNaps, which the company plans to unveil in a few weeks.

“Not only are we significantly increasing the number of available colleges, JerseyNaps is also expanding into the realms of Major League Baseball, NFL, motion pictures and major brand support initiatives,” says Gary LaPean, the company’s Chief Operating Officer.

In addition to The Landing Bookstore & Newsstand, JerseyNaps are available for purchase at [www.JerseyNaps.com](http://www.JerseyNaps.com).